

# SOUTHERN AUTOMOTIVE JOURNAL

## PASS IT ON!

OWNER	<input type="checkbox"/>
GEN. MGR.	<input type="checkbox"/>
SERV. MGR.	<input type="checkbox"/>
PARTS MGR.	<input type="checkbox"/>
FOREMAN	<input type="checkbox"/>
SHOP	<input type="checkbox"/>

June, 1952

# Customer satisfaction

is assured with **Perfect Circle's**  
**2 in 1 Chrome piston ring set!**

When you can promise your customers *double life* for their cylinders, pistons and rings . . . when you can assure them *sustained power* and *new oil economy* for thousands of extra miles...then you can count on complete customer satisfaction!

**Perfect Circle's** new 2-in-1 Set, with its solid chrome plating on both top compression ring and oil ring rails, resists wear under the severest operating conditions—protects pistons and cylinder walls from scuffing and scoring.

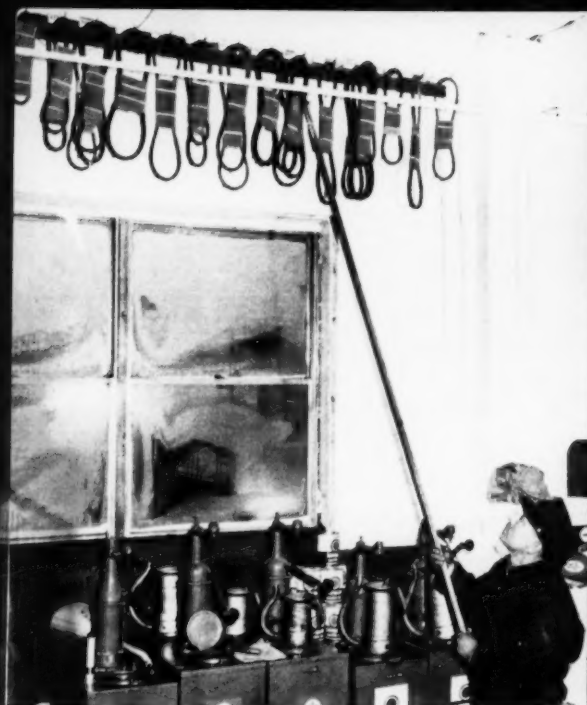
**And, in addition,** two expander springs —NORMAL PRESSURE and HIPRESSURE—are packed with every Chrome Oil Ring, allowing the installing mechanic to choose the spring pressure best suited to each engine *after* he looks at the cylinders.

**Mechanics and motorists** both like the instantly responsive *feel* of an engine equipped with 2-in-1. Get the whole story from your Perfect Circle Representative, or write Perfect Circle Corporation, Hagerstown, Indiana.

SOLID CHROME PROTECTS THESE WEARING SURFACES.  
CHOICE OF EXPANDER SPRINGS WITH EVERY OIL RING.

**Perfect Circle** PISTON RINGS  
*The Standard of Comparison*





Sandy Scavo, Sandy's Texaco Service, 600 E. Hennepin Avenue, Minneapolis, decided to change over to **Factory Fresh** V-Belts.



Same day, same station, but what a difference with this colorful display—part of the Durkee-Atwood **Factory Fresh** Program!

## From sideliner to HEADLINER!

No wonder thousands of dealers have changed over to Durkee-Atwood **Factory Fresh** V-Belts within the past year. The sensational **Factory Fresh** package lifts V-belts from a sideliner to a headliner—puts you in business with the cleanest, freshest stock in town!

Durkee-Atwood V-Belts are **Factory Fresh** when you buy 'em and **Factory Fresh** when you sell 'em. The exclusive plastic-sealed package keeps out dust, dirt, sunlight, oil and grease, retards oxidation. As a result, Durkee-Atwood V-Belts are GUARANTEED NEW and **Factory Fresh** as long as the sealed package is unbroken. No other V-belt gives you this assurance of quality.

For your convenience, each **Factory Fresh** package carries a cross-reference listing of numbers of all popular belts replaced by the belt inside. It also specifies the belt's inside circumference, outside circumference, and top width, and catalogs the makes and models of cars serviced together with the car manufacturers' own belt numbers.

You can make the change to **Factory Fresh** whenever you say the word. There's a special change-over package for old stocks, to give you a uniform, sparkling belt display and a fresh start in the belt business. Fill in the coupon on the left for full details!

DURKEE-ATWOOD CO., Dept. SA 6  
215 N. E. 7th St., Minneapolis, Minn.

Gentlemen: I'd like further information on **Factory Fresh** V-Belts. Without obligation, send complete details and name and address of your nearest jobber.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

GET THE  
**Factory Fresh**  
STORY!



DURKEE-ATWOOD CO.  
MINN. & CO. ST. MINN. & CO.  
Manufacturers of V-Belts, Rubber  
and Control Products Since 1912



**TO MAKE LEAK-PROOF  
PRESSURE-TIGHT ASSEMBLIES...**

*Use all 3*

**FORM-A-GASKET No. 1**

A fast drying paste that is hard-setting. It makes the ideal bedding composition wherever permanent assemblies are required. Invaluable for emergency repairs and for use in place of gaskets that are not available.

**FORM-A-GASKET No. 2**

A non-hardening paste that stays pliable. It satisfies every requirement of a gasket composition for sealing the top-sides of crankcase and cover gaskets and any other place where disassembly is probable.

**AVIATION  
FORM-A-GASKET No. 3**

A medium dense liquid applied by brush. Remains tacky permanently. The handiest sealing composition you can use for pipe connections, carburetor assemblies, cylinder head gaskets and a host of other purposes. Prevents corrosion and seizure of cast iron and aluminum cylinder heads.

**PERMATEX  
FORM-A-GASKET**

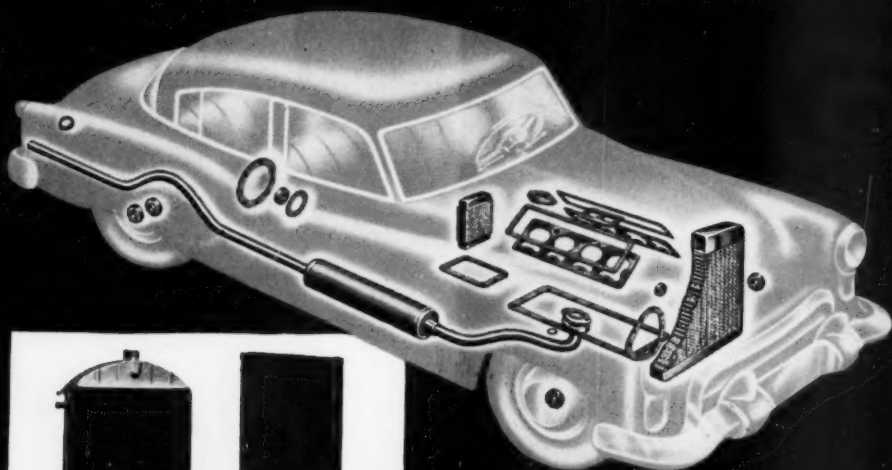
PERMATEX COMPANY, INC., Brooklyn 35, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for JUNE, 1952



# MCCORD PRODUCTS

*Original Type for Replacements*



**GASKETS • MUFFLERS • PIPES  
RADIATORS • OIL SEALS**

McCord gaskets, radiators, radiator cores, oil seals, mufflers, and pipes are each individually engineered to give equal or better service than the parts replaced. "You can depend on McCord Products—most car owners do" is more than a slogan. It is assurance that any product bearing the McCord name will give dependable service.

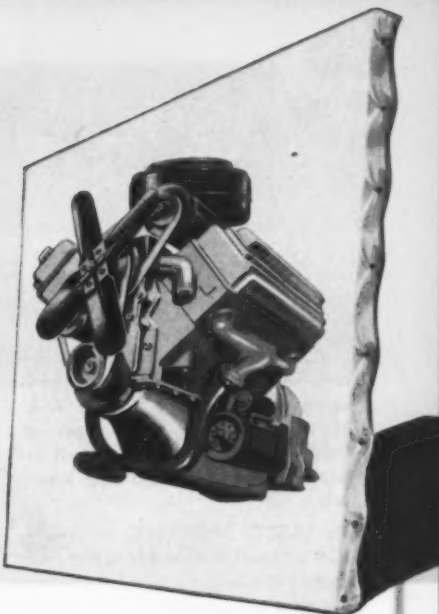
McCord replacement products are distributed by three thousand automotive jobbers throughout the world. This distribution means that McCord gaskets, radiators, radiator cores, oil seals, mufflers, and pipes are always available and near at hand. Specify McCord. Stock and have on hand McCord products.

**MCCORD CORPORATION**  
Detroit 11, Mich.

**You Can Depend on MCCORD PRODUCTS . . . Most Service Men Do!**

# Picture of the perfect break-in!

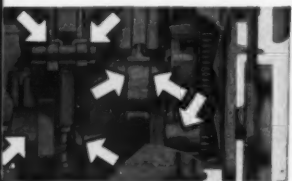
**DEALERS EVERYWHERE  
RECOMMEND CASITE FOR NEW CAR BREAK-IN**



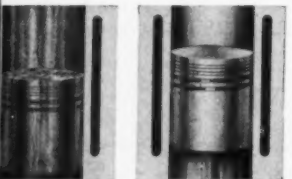
## HERE'S HOW CASITE EASES NEW CAR BREAK-IN



It's easy to use—economical, too! All you do is pour a pint in the crankcase with the first crankcase oil. See directions on the Casite can for further applications.



It carries a film of oil to all moving parts! A new or reconditioned engine is stiff and tight. Many moving parts do not get enough oil. There is danger that excessive friction may cause these parts to scuff or score, or even seize. Casite makes oil penetrate to all parts, assures safe, proper break-in.



Casite speeds oil during "warm-up"! Even finest oil is still "cold" at 100°F, must warm up to about 210°F before the oil starts flowing freely. Casite makes that slow oil move fast, speeds the flow of No. 10 oil 24% at 100°F, more when the engine is colder. Yet as the engine warms up, oil returns to normal-range viscosity.

• Here's extra protection for those first few hundred critical miles—extra assurance that the "tight" spots in the new engine will get all the oil they need to prevent excessive friction. Thousands of dealers recommend Casite for any new car that comes in or goes out of the shop.

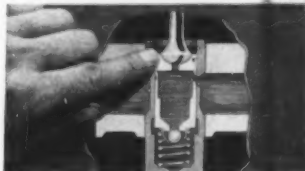
Casite is low-cost insurance, too, on any rebuilding, reconditioning or repair job. Top off every service with a Casite tune-up—your customer will be glad you did!

Push Casite today and every day—for easy extra profits!

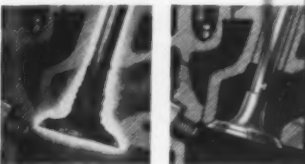
**CASITE DIVISION • HASTINGS MFG. CO., HASTINGS, MICH.**  
Casite, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters



## HERE'S HOW CASITE HELPS THROUGHOUT THE CAR'S LIFE



Casite aids hydraulic valve lifters! Casite gets oil into hydraulic valve lifters quicker, helps the lifters function smoothly. Casite also carries away deposits of sludge and gum which cause lifters to stick and clatter.



It's a quick, easy tune-up! A pint of Casite through the air-intake, or in the gasoline, gets rid of engine gum and goo, frees sticky valves and rings, lets the power zoom through. A second pint in the crankcase oil, keeps the engine clean and free-running.



It retards formation of sludge and gum! Casite loosens sludge and gum, lets it sink to the bottom of the oil pan where it can do no harm—the sludge is not left in suspension. In most cases, sludge and gum and the resulting carbon are the cause of engine roughness, jerks and sputters. So Casite can safely guarantee Better and Smoother Performance or Double-Your-Money-Back.

**NATION'S NO. 1 ADDITIVE OUTSELLS ALL THE REST**

# Lasco BONDED BRAKE SHOES *are Better!*

**B**ONDING BRAKE SHOES is mighty particular business, and it's another job that LASCO does in a superlative manner. The success of bonding is dependent upon applying the RIGHT MATERIALS by men with years of "know how" under the critical supervision of engineers who know why.

To LASCO SEGMENTS — AMERICA's Finest, we apply a bonding agent made by one of America's leading automobile manufacturers—QUALITY of both brake material and bonding agent are the best. They are applied to immaculately clean, carefully inspected shoes of correct radius by production machines of special design, in which the human element is practically eliminated. Automatic electronic devices control both timing and temperature. Nothing is left to chance.

That's the way LASCO produces "shoe exchanges" on a mass production basis, and the traditional LASCO QUALITY AND WORKMANSHIP have made them popular with brake shops and garages everywhere for the last twelve years. Complete stocks are carried by prominent jobbers.



## Lasco BONDED SETS

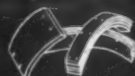
LASCO BONDED SETS, the identical brake linings with the same bonding agent applied and dried, the very same materials we use in our own volume operations, are available to brake shops and garages in all popular sizes through established LASCO jobbers. Brake reliners wishing to make their own applications should consult their automotive jobber. For lasting satisfaction, accept no substitutes for LASCO BONDED SETS—they're the best you can buy.



### LASCO BRAKE PRODUCTS CORP., LTD.

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI  
SOUTHERN HEADQUARTERS • 300 MADISON AVE. • MEMPHIS, TENNESSEE  
WESTERN HEADQUARTERS • 2615 MAGNOLIA ST. • OAKLAND, CALIFORNIA  
KANSAS CITY, 1630 McGEE STREET • FORT WORTH, 910 FLORENCE STREET  
Portland Seattle Spokane Salt Lake City

### LAHER INDUSTRIES



HERE'S HOW TO GET THE BRAKES!  
GET YOUR SHOP EQUIPPED NOW WITH

## VAN NORMAN BRAKE LATHES

TO HANDLE THE MUSHROOMING MARKET  
FOR HEAVY-DUTY BRAKE WORK!

... **DO 2 JOBS**  
**AT THE SAME**  
**TIME...**



... **HANDLE MORE JOBS PER DAY!**

This husky machine\* turns and grinds at the same time... steps up your job-capacity and profit-level. Independent grinder attachment is always set up, ready to use. So every job rolls out fast—and right. Every drum is mirror-finished to assure safe, silent brakes.

No. 303 Brake Drum Lathe takes all drums up to 10" width, with duals mounted. And for even heavier work, there's the No. 310 "Big Brute." Also two smaller models, No. 300 and No. 300-H for drums up to 5". **BUY NOW** so you can start cashing in on this tremendous market. See your jobber today, or write Van Norman Co., Springfield 7, Mass.

### WHAT'S AHEAD for shops equipped to handle HEAVY-DUTY BRAKE WORK?

TODAY: 75% of all freight moved in the U. S. travels for all or part of its journey by truck.  
TOMORROW: 12,000,000 trucks in 1960 is the prediction of a leading truck-trailer builder.  
**GET READY TO HANDLE THIS HUGE MARKET FOR TRUCK BRAKE WORK...BUY YOUR VAN NORMAN HEAVY-DUTY LATHE NOW.**



**The Best-Equipped Shop  
Gets the Business!**

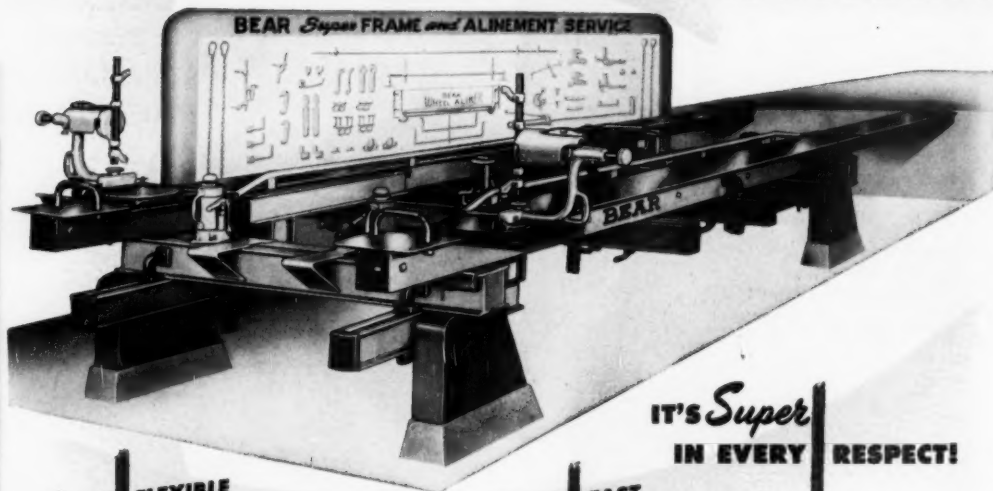
*"It Pays to Van Normanize"*



this new Golden "Bear" Service  
makes a highly profitable business

**EVEN  
MORE  
PROFITABLE!**

The new **197-84 SUPER FRAME-ALINEMENT SERVICE**  
*handles the TOUGHEST JOBS WITH EASE!*



**Super FLEXIBLE**

- Adjustable runways for all tread widths.
- Available in flush or floor models.
- Does frame straightening, front and rear axle straightening, 5-point alignment checking and correcting.

**Super SAFE**

- All hook-up assemblies are locked solid.
- No chains used for stretching.
- Operator works outside of machine.



**Super POWERFUL**

- Has 96,000 pounds of hydraulic power.
- Super Strong—an extra measure of strength is built into the machine.

**IT'S Super  
IN EVERY RESPECT!**

**Super FAST**

- New Low-High Step Beams save time—speed up operation
- Straightens the four major bends in a single operation.
- Pulls frame horns, knee actions, rolled front members in minutes.
- Cuts set up time to a minimum.
- Famous 115-S Alignment Heads speed up alignment checks.

**Super ACCURATE**

- You safely guarantee all jobs to manufacturer's specifications.
- Quickly and accurately checks caster, camber, toe-in, kingpin angle and turning radius.
- Includes axle and rear housing tool set, and Flex-O-Power Correction Unit.

See your "Bear" Jobber for full details or write TODAY for the new 197-84 Super Frame-Alignment Service Data Sheet! BEAR MFG. CO., Dept. 3-1, Rock Island, Illinois

**Golden "BEAR" SAFETY SERVICE**

Y688

# Choldun

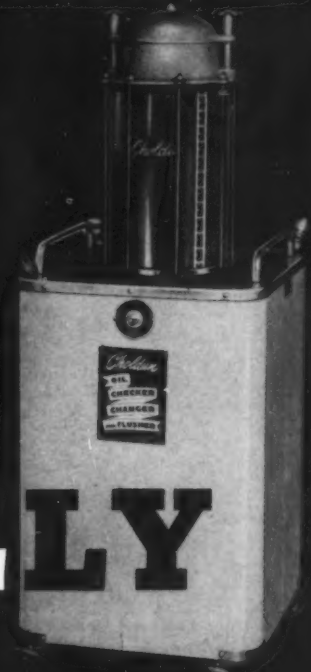
## "OIL MERCHANTISER"

### CHECKS CHANGES

### FLUSHES

# VISUALLY

- **Makes Dollars** — will increase your Sales of Oil and Oil Filters *Tremendously*.
- Converts an Oil Check into an **Oil Change** by showing your customer quantity and quality.
- Saves Labor and Time — is another Assistant.
- Get your Share — *1 out of every 3 cars* needs an Oil Change, *1 out of 4 cars* needs a Crankcase Flush, *1 out of 5* needs a Filter Change.
- The **Only** unit that permits a **Quick and Thorough** Crankcase Flush *without running Car Engine* — Safe for hydraulic valve lifters and bearings.
- Changes Oil and Flushes *anywhere* — leaves Lift and Lubrication Bay Free for other service work.



#### OTHER CHOLDUN PRODUCTS



CHOLDUN Manufacturing Corp.  
331 East Street, New Haven, Conn.

☐ Please send complete details on the "OIL MERCHANTISER."

☐ Please arrange a FREE Demonstration.

Name .....

Address .....

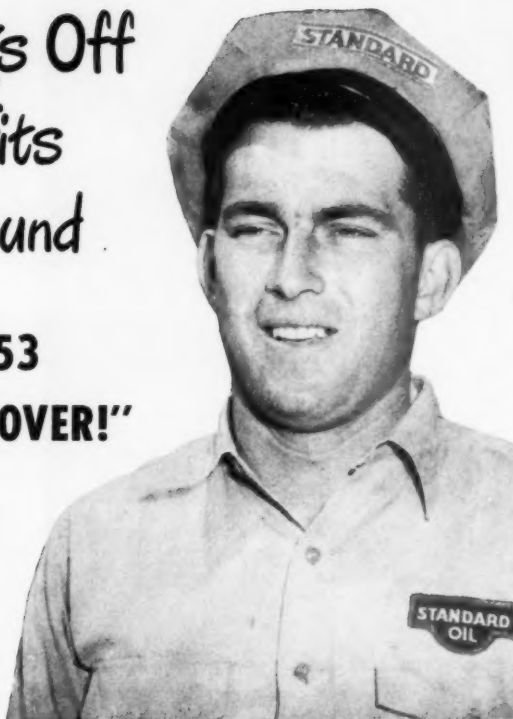
City ..... Zone ..... State .....

# "Cleaning Bugs Off Gave Us Fits Until We Found



## ADVANCE 353 INSECT REMOVER!"

—says station owner, Jim Clayton  
Meridian, Miss.



"Along about this time of the year the bugs are enough to drive us crazy on the wash rack. For years I've been looking for a cleaner that would do the job right.

"Then I found ADVANCE 353 INSECT REMOVER, and when I saw a real test of its effectiveness I was sold on the spot. I wouldn't be without it now! This ADVANCE 353 INSECT REMOVER really gets the bugs off in a hurry—and leaves the surface looking perfect."

Take a tip from Jim Clayton and discover for yourself how easy it is to lick the bug problem. Call your jobber today and ask for ADVANCE 353 INSECT REMOVER! It's quick, safe and economical.

**It's As Easy  
As This  
To Use**

- (1) Wet the area you are going to clean.
- (2) Put a small amount of Advance 353 Insect Remover on a moist cloth.
- (3) Rub lightly over entire area until bugs are loosened.
- (4) Wash off with Car Foam.

### ADVANCE CENTURY MFG. CO.

P. O. BOX 781

GREENVILLE, SOUTH CAROLINA

#### ASK YOUR JOBBER FOR THESE OTHER ADVANCE PRODUCTS, TOO:


- No. 141 Tire Sheen
- No. 400 Rubber Renewer
- No. 761 Car Foam
- No. 664 Rubber Wax
- No. 777 White Tire Paint
- No. 555 White Sidewall Cleaner
- No. 444 Dual Cleaner
- No. 353 Insect Remover
- No. 666 Neutral Wax

**YOU GET A MONEY-BACK  
GUARANTEE ON EVERY  
ADVANCE CENTURY PRODUCT**

# WE WANT YOU!



To try Just  
One Set of  
**MOOG**  
PISTON RINGS

If you've tried Moog rings and still prefer some other brand—fine—"Everyone to his own taste" as the old lady said when she kissed the cow. 

But if you *haven't* tried Moog rings, then you owe it to yourself as an automotive mechanic to install just one set and make your own comparisons. Compare price, oil control, wall tension, break-in, performance—anyway you like. We welcome comparisons because we don't believe there's any finer ring made.

Moog Piston Rings may be just what you're looking for and if they are—More Power To You and Full Power for your ring jobs. Will be glad to send you the name of your closest Moog jobber—just write



© 1952 M. I. I.

**MOOG INDUSTRIES INC., 6650 Easton Ave., St. Louis 14, Mo.**



**are in use on 9 out of 10  
cars on the road today**





# Make the Most of This MULTI-MILLION DOLLAR REPLACEMENT MARKET

You're off to a flying start when you stock and sell AC Quality Products, because they give you an equipment advantage that no other brand can offer.

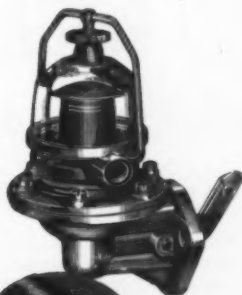
Make the most of this multimillion dollar replacement market, with its established public acceptance that makes selling easy for AC dealers from Coast to Coast.



*The Industry's Fastest-Growing Line*—Original or approved equipment on Buick, Chevrolet, Cadillac and Olds.



With Patented CORALOX Insulator — Factory equipment on more new cars than any other make of spark plug.



*The Only Complete Line* — More than 100,000,000 have been built — more than 40,000,000 are in daily use.

**SPEEDOMETER CABLES • AIR CLEANERS • FLEXIBLE LINES • GAS STRAINERS**

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

# Keep ahead with

from a single source...your Wagner



## REFILL...

### with Wagner Lockheed Brake Fluid

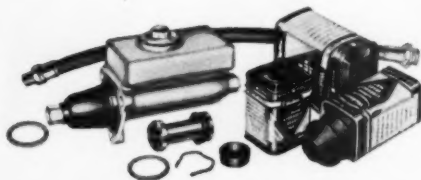
This high quality all-season fluid functions perfectly under all climatic conditions. It is *chemically balanced* so that it is not injurious to any part of the brake system. It maintains its chemical stability even under long, severe service. It surpasses S. A. E. specifications.



## REPLACE...

### with Wagner Lockheed Hydraulic Brake Parts

There's nothing finer. Genuine parts by Wagner—pioneer manufacturer of original Wagner Lockheed Hydraulic Brakes—assure perfect fit and dependable performance. Line is complete. It covers all makes of cars and trucks.



# Wagner

HYDRAULIC BRAKE PARTS and FLUID • Wheel • Control BRAKE LINES • AIR BRAKES

all  
jobber!



## RELINE... with Wagner CoMax Brake Lining

It is unsurpassed for quick, safe, smooth stops. This long-lived lining of uniform, non-abrasive texture grips silently. It doesn't swell or compress. Available in bonded, riveted or drilled sets. Also in rolls, blocks, slabs, and cut segments.



...the best known  
name in brake service



You're sure you're right when you use Wagner brake service products.

Wagner, the pioneer in the production of hydraulic brakes for automotive vehicles *knows* brakes and the importance of high quality replacement parts. You can always depend on Wagner products for good braking performance.

You can save time and money by looking to your Wagner jobber for *all* your requirements. You'll find that the Wagner Lockheed line of brake parts is the most complete on the market. For example, Wagner catalogs 696 different brake cylinders. No other line offers this kind of coverage all from one source.

For details, consult your Wagner jobber, or write us.

### Wagner Electric Corporation

6362 Plymouth Avenue, St. Louis 14, Mo., U. S. A.  
(Branches in principal cities in U. S. A. and in Canada)

You can depend upon **WAGNER QUALITY** because Wagner Products are used as original equipment by automobile, truck, and trailer manufacturers.

A52-4

Please send me the latest Bulletins on Hydraulic  
Brake Servicing—HU-17H, HU-197.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_



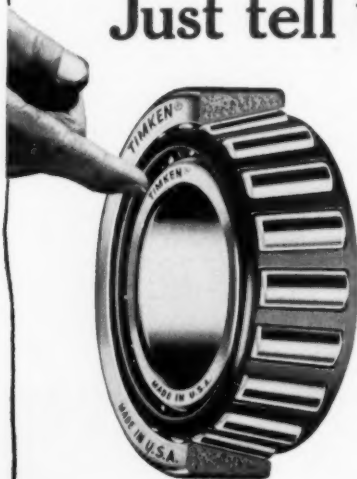


Want to be No. 1 in your customers' book?

If you want to be No. 1 with customers, make sure they know you use the best replacement parts. When you install a tapered

roller bearing, point out the trade-mark "Timken". It's the bearing that car owners know and respect.

Just tell 'em it's "TIMKEN"



**TIMKEN®** bearings are the number one choice of most leading automobile manufacturers for original equipment. That's because Timken bearings are first in: 1) advanced design; 2) special analysis steels; 3) precision manufacture; and 4) complete quality control. Make sure the tapered roller bearings you use bear the trade-mark "Timken". And point it out to your customers. **FREE BOOKLET!** Send today for "Timken Tapered Roller Bearings, Their Care and Maintenance" to Dept. JAS-6, The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMROSCO".

**TIMKEN** **TAPERED ROLLER BEARINGS**

TRADE-MARK REG. U. S. PAT. OFF.

NOT JUST A BALL ○ NOT JUST A ROLLER □ THE TIMKEN TAPERED ROLLER □ BEARING TAKES RADIAL AND THRUST —○— LOADS ON ANY COMBINATION

# DELCO



*the nation's NO.1 battery...*  
**IS YOUR NO.1 BUSINESS  
GETTER!**

**HERE'S** your opportunity to go into business with Delco—the battery that is first choice with automotive engineers and with car owners—the battery that is tops in performance, tops in popularity, tops in sales! Built to meet the demands of modern driving, Delco is the nation's No. 1 Battery!

**NATIONALLY ACCEPTED!** Delco Batteries are the choice of millions of car owners. For reliable starting power—for long life—America knows that Delco is the buy!

**ORIGINAL EQUIPMENT MARKET!** Delco Batteries are original equipment on more cars and trucks than any other make . . . there, alone, is a vast, pre-sold market that daily passes your door!

**YOU'LL HAVE HELP!** Merchandising plans and programs, tailor-made to your needs, are always available. This sort of cooperation, plus a constant stream of battery service information and technical data, keeps you "out front" in the battery business!

**THE TIME IS—NOW!** Right now is the right time to decide to make the nation's Number One Battery your number one business-getter. The opportunity is here . . . it's easy to start in this profitable business. See your local Delco battery wholesaler now.

## DELCO BATTERIES

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

**DISTRIBUTED BY WHOLESALERS EVERYWHERE**

### **THESE FEATURES ARE IN EVERY DELCO BATTERY**

#### **Maximum Starting Power!**

In life performance tests, Delco Batteries showed maximum starting power, after months of operation.

#### **New Super-Quick Starts in Cold Weather!**

Exclusive, patented "expander" formula used in making negative plates for batteries produces greatly improved action in cold weather.

#### **New Battery Ruggedness!**

Exclusive high temperature vapor treatment of plates creates stronger, longer-lasting bond . . . insures greater resistance to shock and distortion.

#### **New "Balanced" Gravity Rating for Finest Performance!**

The new "balanced" gravity rating of Delco batteries assures users of longer battery life. Extra battery life means extra miles per battery—more value for your money.

#### **"Tailored" Cases!**

Delco has "tailored" cases for each battery model. Special sealing compound to prevent cracking and leaking. Visual filling device for instant servicing.

**DELCO—the nation's No. 1 Battery**



**You can be  
completely  
confident..**

*with...*



**FITZGERALD**

Metallic Aluminum-  
Fused-Oxide  
Steel Asbestos

**GASKETS**

*says P. J. Fitzgerald*

New no longer, but *performance-proven*, Fitzgerald Metallic Aluminum-Fused-Oxide Steel Asbestos Gaskets have won world-wide acceptance for their ability to withstand the extreme pressures and heat of modern high compression engines under all sorts of conditions for several years now.

They're readily available everywhere . . . from leading jobbers throughout the United States and Canada and are exported to the rest of the world exclusively by the nation's largest automobile manufacturer.

When you install Fitzgeralds . . . as replacements or as original equipment . . . you can be sure of a lasting, perfect seal.

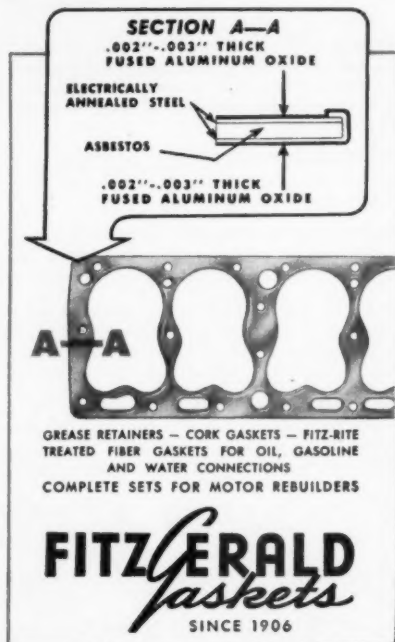
*P. J. Fitzgerald*

President

THE FITZGERALD MANUFACTURING COMPANY  
Torrington, Connecticut

CANADIAN FITZGERALD, LTD.  
TORONTO, CANADA

BRANCH AND WAREHOUSE  
LOS ANGELES, CALIFORNIA



GREASE RETAINERS — CORK GASKETS — FITZ-RITE  
TREATED FIBER GASKETS FOR OIL, GASOLINE  
AND WATER CONNECTIONS  
COMPLETE SETS FOR MOTOR REBUILDERS

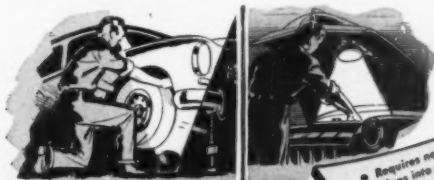
**FITZGERALD**  
*Gaskets*  
SINCE 1906

# THESE 2 NEW *Pathfinder* ALL-PURPOSE **PORTA-LITE**

SEALED BEAM *Beauties*  
are the hottest money makers  
in the emergency light field!

puts the "SEE" in emergency!

As necessary as a spare tire, this handy portable unit gives instant, powerful illumination whenever and wherever needed. Ideal utility light for motorists, truckers and fleet operators—throws light up to 500 feet. Flexible 10 or 25-foot cord reaches inside or outside of car. Comfortable hand grip doubles as adjustable rest, directs light at any angle, leaves hands free. Plugs into Cigar Lighter. Extra "convenience" socket furnished for vehicles without Lighter. Complete with hanging bracket.



- Requires no installation
- Plugs into any car
- Stands by itself or hangs anywhere
- Projects beam in any direction
- Lightweight — compact — sturdy
- Stores in trunk or glove compartment
- Smart metallic blue baked enamel finish



## FLASH-A-SIGNAL

portable RED FLASHER emergency light

Its extra protection prevents tragic accidents in street or highway emergencies. Wide 5-inch red lens flashes warning. Extra long, 25-foot cord swings around trailer-trucks, permits ample safety-zone placement. Same hand-grip features as PORTA-LITE. Bracket permits hanging in trunk or under dash of car, in tool compartment or cab of truck. Complete with "convenience" socket.



ORDER FROM YOUR JOBBER TODAY!

**AUTO LAMP MFG. CO.**

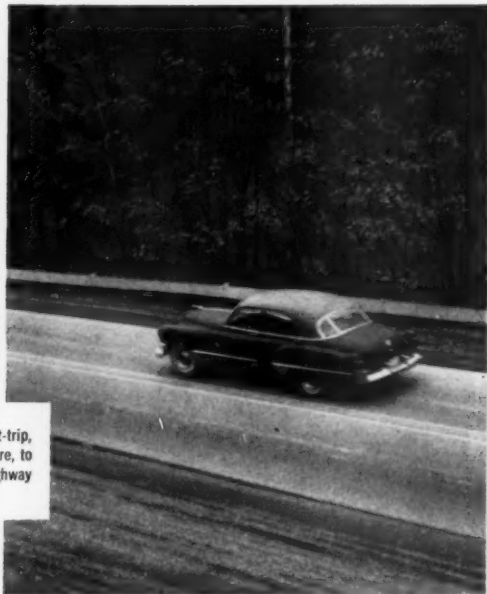
2909 INDIANA AVENUE • CHICAGO 16

LEADING OIL AND MOTOR ENGINEERS AGREE:

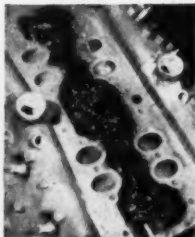
# 9 out of 10 MOTORISTS are



"MR. AVERAGE" is a starting, stopping, short-trip, slow-speed driver. He drives to work, to the store, to the theater. "Mr. Average"—not the fast, open-highway driver—is hardest of all on his engine.



"MR. AVERAGE" is a "Cold-Engine" Driver. Summer and winter alike his crankcase seldom really warms up. His oil is subject to excessive contamination. From the outside, dust and dirt enter through the air-intake. But more important—low speed, stop-and-start driving increases "crankcase condensation" from combustion "blow-by," creating soot, lead compounds and water . . . the most dangerous of all oil contaminants—resulting in more engine-choking sludge and more wear-producing acids.



"COLD-ENGINE" DRIVING chokes up the engine with sludge! "Cold-Engine" water-in-the-oil creates a mayonnaise-like condition which is the starting point of sludge, source of most engine operating difficulties.



"COLD-ENGINE" DRIVING causes excessive acid wear! "Cold-engine" combustion "blow-by" contains highly acidic fumes which condense in the presence of moisture and create acids—major cause of engine wear.

# WALKER

## OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

# "COLD-ENGINE" DRIVERS

## ... victims of

# Excessive Oil Contamination!

**More than any other type of driver, they need Walker Oil Filters  
—the oil filter designed to best protect the oil and the engine  
under the most severe of all operating conditions.**

● Contrary to popular opinion, it is not high-speed, long-trip driving that is hardest on engines and oil. *It is the slow speed...stop-and-start driving pattern of the average motorist.* Slow, intermittent operation leads to excessive oil contamination from combustion "blow-by" ... excessive contamination from soot and lead compounds. But even more dangerous, this kind of driving results in excessive *crankcase moisture*, the basic source of sludge formations and the source of corrosive wear-producing acids.

More than any other type of operator, the "Cold-Engine" driver needs the *total* oil protection of a Walker Oil Filter . . . for Walker Oil Filters are designed to remove not only

dust, dirt and solid abrasives, through famous 3-way filtration—but in addition, Walker Oil Filters *selectively remove water from the oil*, to prevent the formation of sludge by helping keep the moisture content of the oil below the "sludge danger zone." And by absorbing acids contained in the water it removes from the oil, the Walker Oil Filter minimizes corrosive acid wear.

Walker Oil Filters work hand-in-hand with modern lubricating oils, modern engines and today's driving conditions to offer the finest possible engine protection. Regardless of the amount of driving your customers do, give them total oil protection by installing Walker Oil Filters or Walker Replacement Cartridges.

WALKER MANUFACTURING CO. OF WISCONSIN • RACINE, WISCONSIN

Oil Filters, Exhaust Silencers, Jacks and Electric Lifts



WALKER NATIONAL ADVERTISING regularly reaches millions of "Cold-Engine" Drivers.

✓ check wear from dust, dirt and abrasives

✓ check sludge damage and acid wear caused by "crankcase moisture"

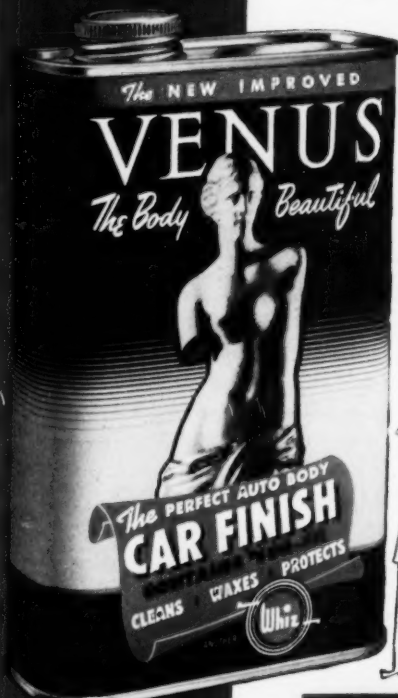




# VENUS CAR FINISH

Easy to use...easy to sell

Now with a bonus that's  
easy to take!



Contains  
FOR-SIL, the  
greatest develop-  
ment in waxes  
since Silicones!

VENUS CAR FINISH gives you more to sell and more profit—it gives your customers more results. That's because the new VENUS formula cleans, polishes, waxes and protects—all in one easy application. VENUS is the easiest-to-use of all car waxing products! VENUS wax beauty lasts, too—because of FOR-SIL, the exclusive VENUS ingredient!

Take advantage of the new WHIZ Combination Offer. You'll get extra profits, plus wonderful bonus gifts! See your WHIZ jobber today!

## Combination Offer No. 52-P

- You buy 1 case (24 pts.) VENUS @ .....\$21.60
- You get free of extra charge, your choice of Palm-Grip Ratchet Screwdriver Set or \$10.00 Lady Ellen Pearls. ....N/C
- Special Dealer Price, only . . . \$21.60



### Palm-Grip Ratchet Screwdriver Set

Ratchet fits palm, has 3 positions for forward, reverse and stationary twists. Standard and Phillips blades included in offer—many other types available to fit. Lifetime guarantee.



### "Lady Ellen" Matched Pearls

Synthetic pearls—nationally advertised at \$10.00. Necklace and earrings with sterling silver clasps. A beautiful gift, handsomely boxed!



**R. M. HOLLINGSHEAD CORPORATION**

LEADER IN MAINTENANCE CHEMICALS

Camden 2, N. J.

Warehouses: Chicago, Dallas, San Francisco





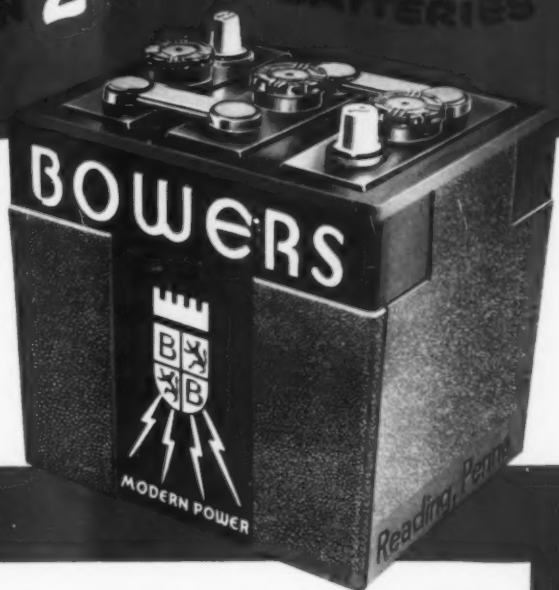
*Bowers will increase your profits with*

# 2 big values

IN 2 GREAT BATTERIES

## 1. Regular BOWERS LINE

For over 30 years, dealers and motorists alike have found the popular Bowers brand batteries **DEPENDABLE**. They're *better-built* than ever before, for better performance—extra miles of trouble-free service. No other battery, under any other name, offers the motorist greater **"VALUE" FOR THE MONEY**. No other battery offers **YOU** a fairer margin of profit and *extra dollars* in customer goodwill, repeat sales, and the sale of other accessories, thanks to the "good name" established by BOWERS for "good batteries."



## 2. Cadmidyne "Add Water ONLY ONCE A Year!"

America's most talked about battery—another "first" for Bowers. First to practically eliminate battery failure due to lack of water—first to reduce valuable "time" lost in unnecessary checking for need of water. And it carries a written guarantee for 27,000 miles or 27 months under normal car use. Here's a sales-clincher, a friend-winner, a big money-maker for **YOU**. Get the facts on these 2 popular Bowers lines today!



*When there's more  
in every dollar  
for the dealer*

**BOWERS**  
BATTERY & SPARK PLUG CO.  
READING, PA.

# These Products have Acceptance

**Packard**  
REG. U.S. PAT. OFF.  
TRADE MARK

Packard Electric Division, General Motors Corporation  
Warren, Ohio

**FOREMOST BUILDER OF  
AUTOMOTIVE AND AVIATION WIRING**



## PACKARD LOW-TENSION CABLE

As with Packard's other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's "249 Compound" insulation, by every laboratory test and by the test of long, hard usage, has exceptional resistance to heat, oil, chemicals and abrasion.



## PACKARD IGNITION CABLE

Long considered the "standard of the automotive industry," Packard high-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard FOUR-FORTY and Packard LAC-KARD ignition cable are designed to deliver balanced performance in every make and model car, truck, bus and tractor in operation today.



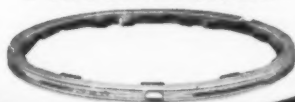
## PACKARD BATTERY CABLE

Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight... are available with LEADALLOY terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.

# EXTRA POWER AT NO EXTRA COST



## McQUAY - NORRIS **LEAK-PROOF** REG. U.S. PAT. OFF. PISTON RINGS



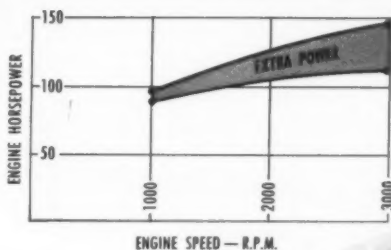
Look at these Leak-Proof features included at no extra cost to you!

Unique design of the Torsion Tight Fire Ring *guarantees* a superior seal and less blow-by. That means more power!

Made of Phosalloy for high heat resistance and self-lubrication.

Fire Ring Altinized for quick seating and extra protection against acid action and scuffing.

**GET LEAK-PROOF  
AND MORE POWER TO YOU!**



Brake Horsepower using  
Leak-Proof Rings  
Brake Horsepower using  
Conventional Rings



## CHROME

CONTROL Made for the Toughest  
with the new "HQS" all ring

McQuay-Norris Manufacturing Company, St. Louis 10, Missouri

Where Only Iron-Expander  
Rings are Needed

**McQUAY - NORRIS**

Rebore-Rebuild PISTON RINGS

In many, many places mechanics prefer iron-expander piston rings without a steel oil ring—usually where the motor is being rebored or completely rebuilt. For these jobs McQuay-Norris offers a complete range of Rebore-Rebuild Piston Rings, all made of Electalloy and Altinized. For some applications, McQuay-Norris Rebore-Rebuild sets have a chrome top ring.

They are the finest iron-expander piston rings available and are reasonably priced.



McQuay-Norris bearings are precision-engineered at the factory to save valuable installation time in the shop.



*I'm new in the  
repair business but  
I know this for sure...*

the best way to make money  
on a bearing job is to  
**CUT DOWN INSTALLATION TIME...**  
and the best way to  
do that is to put in  
**McQUAY - NORRIS**  
**BEARINGS**





**EASY**  
**Year 'Round**  
**PROFITS!**

*with the New Custom-Fit*  
**STYLE-KING**  
**DOOR VISORS**

### 3 MODELS EQUIP ALL 1949 to 1952 CARS

*Now* you're assured of a perfect fit for all doors with 3 sizes of this new, adjustable design. Lifetime stainless steel with mirror-finish. Installs quickly, easily on any front or rear door. Exclusive contoured "Rigid-Center" construction—guaranteed not to buckle, rattle or sag like other door visors on the market. Quick, profitable turnover. Out-sells all others combined!



**PROVEN**  
**Best-Sellers**  
**NORTH**  
**AFTER**  
**NORTH**

### *Universal* ALL-WEATHER **DOOR VISORS**

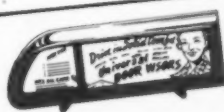
*Two* models fit all 1935 to 1952 cars, front and rear doors. Sparkling, lifetime stainless steel. Install in only seconds! Year 'round profit makers!



#### **DOOR VISORS** **EASY-TO-SELL!**

- PROTECT from sun, rain, snow, sleet.
- SEAL out moisture, rustproof.
- REDUCE sun glare.
- END window fogging, steaming.
- INCREASE driving safety, comfort.
- PERMIT full ventilation.
- ADD beauty to all cars.

#### **FREE** **MERCHANDISING** **DISPLAY**



Demonstrating an actual Door Visor, it sets up in a couple of seconds, goes to work as an effective, silent salesman... helps make sales every day. Sturdy... lithographed in 3 colors.

**SEE YOUR JOBBER TODAY!**

*Graboski Industries*  
6055 South Ashland Avenue, Chicago 36, Illinois

**SEE US AT BOOTH NOS. S154-156 AT NAVY PIER, CHICAGO**



# NOW!

Announcing the Good News  
About a Service Created for  
Authorized Automobile Dealers!

## Universal Underwriters

The Authorized Automobile Dealer's Preferred Insurance Source

Kansas City, Missouri

J. J. Lynn, President

# Three & Thirty

**Thirty** *Years of Experience!*

Universal Underwriters' wealth of know-how pays dividends in correctly written insurance. Policies and procedures designed to protect automobile dealers . . . insurance for you—by men who talk your language.

**Thirty** *Consecutive Annual Dividends!*

Universal Underwriters has returned a dividend to fire policyholders every year for thirty consecutive years! Here is a remarkable record of sound management—substantial proof that Universal Underwriters serves you well.

**Never Less Than Thirty** *Per Cent Saving!*

Yes . . . never less than Thirty Per Cent Savings on fire coverages every year—for Thirty consecutive years. The dealers protected by Universal Underwriters are a new class of risk . . . selected to share the tremendous saving possible through your own insurance source.



Here's what **Three & Thirty** means to you!



# Universal Underwriters

J. J. Lynn, President  
Kansas City, Missouri

## Three & Thirty

AN ON-THE-RECORD REPORT FOR DEALERS WHO ASK:

# "What's in it for me?"



*There's only one answer to: "What's in it for me?"*  
The answer is... **PROTECTION**... the surest, most economical protection for the *authorized* automobile dealer.

#### What is the Universal Underwriters?

The Universal Underwriters is the name applied collectively to thousands of authorized dealers who insure together. Their insurance is managed and administered by the Lynn Underwriting Company, J. J. Lynn, President, Kansas City, Missouri. The Universal Underwriters is the authorized automobile dealer's insurance source... founded in 1922 for dealers... by dealers. Thirty years ago these dealers got together to reduce their insurance costs and to have their own insurance source to provide correctly written insurance for dealer properties.

#### How can I be sure Universal Underwriters does a good job for dealers?

You are *sure* because if we didn't do a good job of protecting our dealers you would know. You would have gotten the bad word long before now... you would have heard about it in dealer circles.

Look at it this way... Dealers are a close-knit family group. Dealers know each other well, they are closely allied together. Hundreds... or thousands represent the same manufacturer. They attend sales meetings together and know their competitors. Dealers are members of their local, state, or national organizations — they work together.

If we didn't do a good job of protecting our dealers—you would know.

#### What about losses?

We pay losses. That's our business. That's all **PROTECTION** means—the payment of losses under the terms of the policy. And we pay losses promptly and sympathetically. If we didn't you would be among the first to know. There are other ways to be *sure* about Universal Underwriters payment of losses. One way is to find out what's what from a dealer who has suffered a loss. He'll tell you... at least he'll give you the facts in relation to his own loss. If you like, write us and we'll send you the names and addresses of dealer-policyholders who have had losses. Learn from them. Dealers who have suffered losses are our best salesmen.

There's still another way to determine why dealers are *sure* with Universal Underwriters. Get a copy of Best's Insurance Guide with Key Ratings... or write the Alfred M. Best Company, New York City, the world's leading insurance company rating authority. They have the unbiased facts. Universal Underwriters has earned the highest possible rating: A-Plus (Excellent).

#### Am I eligible to join Universal Underwriters?

If you are an *authorized* automobile dealer you may be eligible. However, Universal Underwriters insures only the better fire risks of the entire franchised dealer class. We select our dealers. This is done for the protection of all

the other dealers insured by Universal Underwriters. The principle is much the same as the one involved in keeping bad apples out of the barrel of good apples. By selecting the better fire risks of the authorized automobile dealer class, losses are kept low and greater savings are returned to policyholders.

We can't tell whether your property is eligible until we look it over. There are many unusual fire hazards in dealership operations—dangers not present in most businesses. Gasoline... welding... paint spraying—all these contribute heavily to the possibility of fire. How you handle gasoline... your paint spraying operation... your welding or rebuilding section... all these must be considered in relation to the known fire risk... construction of the building, its location, and nearby buildings.

Now... there's no question that you want the best **PROTECTION** you can buy. Sound... dollar-for-dollar value... economy... good service... correctly written insurance... So why not do this? Drop us a letter or post card. Or... **Clip... Fill in and Mail this handy coupon... NOW!**

*Remember... thousands of dealers like  
Universal Underwriters' **PROTECTION**.  
So will you.*

**Thirty Years Experience! Thirty Consecutive Annual Dividends!**  
**Never Less Than Thirty Per Cent Saving on Fire Coverages!**

#### Clip this—Mail Today!

Universal Underwriters,  
Kansas City, Mo.

YOUR NAME \_\_\_\_\_

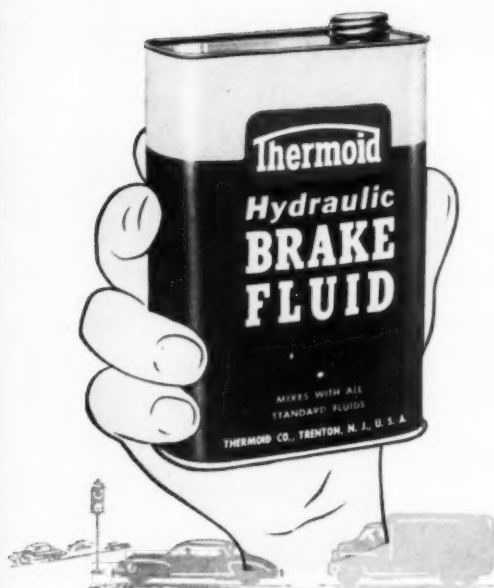
YOUR DEALERSHIP \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

**don't  
gamble  
on  
cheap  
brake  
fluid**



You're asking for trouble when you compromise with quality in brake fluid! You're risking your customers' lives and your reputation and business.

Play it smart . . . play it *safe* . . . with Thermoid Hydraulic Brake Fluid!

Thermoid Brake Fluid meets or exceeds SAE specifications. It is fortified with corrosion inhibitors to protect metal parts. Will not swell rubber cups. Mixes with *all* recognized quality fluids. Two types available: Type "A" for passenger cars and light trucks. Type "HD" for heavy duty vehicles. Operates dependably from 60° below zero to 230° above—300° for "HD".

You can't afford to use anything less than Thermoid!

**Thermoid**

Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

# *sell Soundmaster*

MUFFLERS THAT  
FIT ALL **3** WAYS



● For each make and model you service, your NAPA Jobber can supply a Soundmaster Muffler engineered to *fit that car*—all three ways. For fast, high-profit installations, precision MECHANICAL fit! For long-lasting, full-range noise control, Soundmaster ACOUSTICAL fit! For low back pressure and high engine output, engineered HORSEPOWER fit! Next muffler job you have, install the muffler that really fits the car and all its requirements. Install a Soundmaster!

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

## ***Soundmaster***

MUFFLERS, PIPES, ACCESSORIES



### **1 Mechanical Fit**

Exact and uncompromising  
—for fast installations on  
each make and model



### **2 Acoustical Fit**

For full-range noise control  
—"comfort-level" quiet at  
all speeds and loads



### **3 Horsepower Fit**

Always within correct back  
pressure limits—for all the  
power the car can deliver



## *Every Man, Woman and Child in the U.S.A. Can Go Riding at the Same Time*

**I**n the U.S.A., competition is basically responsible for better cars at lower comparative cost. We enjoy the use of three times as many cars—and annually produce four times as many cars—as the rest of the world put together. There are approximately 43 million autos—and 9 million trucks and buses—in use in the U. S. A. today. That's more than enough to take every one riding at the same time.

By stimulating the sale of the new and the resale of the old, our competitive system achieves widespread ownership of automobiles, as with almost everything else. In most foreign countries, out of necessity people make things last as long as possible. In the U. S. A., vigorous competition prompts improvement, refinement and continuous progress. Buyers of new cars get maximum value, because each manufacturer competes actively for the new-car dollar. Lowest-income groups benefit by the lowered prices of used, yet essentially useful, prod-

ucts. Overall result: Steady jobs, good wages and the world's highest standard of living. In most of the rest of the world, luxuries come within reach of only the rich. In the United States, the irresistible drive of competition invents, mass-produces, advertises, distributes and sells—so that most of the miraculous products of modern living are within the reach of all.

Free competition—like freedom of speech, press and religion—is a dynamic part of Uncle Sam's character. Let's keep it free, so that the U. S. A. continues to be the greatest country in the world.

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*This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustration, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches, or in any other manner.*

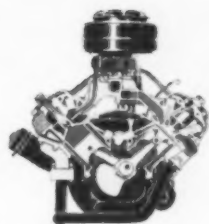
**THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE**



# DE SOTO Fire Dome 8

You've heard all about its amazing  
160 horsepower V-8 performance...

*Full Power Steering...Power Braking*  
and America's finest No-Shift Driving.  
Now go and try it for *yourself!*



**MORE POWER** from every drop of gas! Fire Dome...America's most advanced engine design...gives you sensational performance on regular fuel!



**EASY AS DIALING** a phone...De Soto Full (not partial) Power Steering makes parking that simple! And road control is greater at all speeds.



**AMERICA'S FINEST** No-Shift Driving...in De Soto Fire Dome Eight and Powermaster Six. Just step on gas to go...step on brake to stop!

*White sidewall tires, when available, are optional equipment.*

DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TV...NBC networks.

SOUTHERN AUTOMOTIVE JOURNAL for JUNE, 1952

*Announcing*

# CASCO'S SENSATIONAL

## EXCITING *New* *Self-Selling* PACKAGING



Created for you to cash-in on the modern, proven self-service principle of "impulse buying" that has revolutionized present day merchandising. Every Casco lighter item is now individually carded for self-display so your customers can see the complete sales story in the twinkling of an eye — wherever it is shown.

## *New Self-Service* DISPLAY

This new, streamlined display unit was designed by merchandising experts. It holds Casco's new cards in a colorful, eye-catching setting, packed full of sales appeal. It just can't miss because it's the most profitable 6 inches of counter space you could ever hope to use!

All Wrapped Up  
in this terrific  
EXTRA-PROFIT OFFER

OFFER L520

with your order for

LIST PRICE EACH



2 No. L31C VIS-O-LITE ILLUMINATED LIGHTERS \$2.85



4 No. L33C CASCO POP-OUT UNITS \$1.55



4 No. L22C CASCO LIGHTER ELEMENTS \$1.05

YOU GET...  
THIS \$1.55  
Pop-Out  
Unit



# FREE

Your total cost \$10.73

Your total selling price \$17.65

## OFFER LIMITED!

# NEW *Self-Service* DISPLAY OFFER!

**A Small Space  
SALES GIANT!**

**This, New  
Self-Service  
Merchandiser**

**PLUS**

**FREE**

**PRE-PACKED  
READY FOR  
IMMEDIATE DISPLAY**

**You \$  
Make 6<sup>92</sup>**

**CASCO'S NEW  
SELF-SELLING  
MERCHANDISE  
CARDS QUICKEN  
IMPULSE-  
BUYING**



**TAKES  
only 6  
inches  
of counter  
space**

**Stable!  
Sturdy!  
And packed  
with sales  
appeal**

**TEST SHOW  
IT INCREASES  
LIGHTER SALES  
up to 500%**

**CASCO**

DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY  
CASCO PRODUCTS CORP., BRIDGEPORT 2, CONNECTICUT

**ORDER OFFER #L520 NOW!**



**ALEXANDER E. DUNCAN**  
*Chairman of the Board and Founder  
Commercial Credit Company*

*F*ORTY YEARS AGO, when I founded COMMERCIAL CREDIT COMPANY, a small group of people joined with me in providing our original capital of 300 THOUSAND DOLLARS.

The original COMMERCIAL CREDIT stock prospectus contained the words "THE FIELD OF OPERATIONS IS PRACTICALLY UNLIMITED." Yes, we started with confidence in our ability to succeed, but I know that none of us in our original group foresaw COMMERCIAL CREDIT COMPANY as it is today, for none of us could foresee the miracle of America's industrial growth in the last 40 years.

None of us could foresee, for example, how the pioneers in the automobile business and their successors would develop it into a giant industry that would change the living pattern of Americans, open new horizons for American business.

On the occasion of our 40th Anniversary, I want to say, "THANK YOU" to the men in Detroit and elsewhere who build automobiles and the things

*H*elping America  
buy what  
it wants

that go in them, and to automobile dealers and their staffs in every city and town in America. Your cooperation and your confidence have helped write the COMMERCIAL CREDIT story of success. We cherish most highly the hundreds of thousands of past and present customers and friends COMMERCIAL CREDIT COMPANY has had among you.

I also want to pay tribute to the men and women of COMMERCIAL CREDIT—our original group of five, three of whom are still with the Company, and to the thousands who with their hands and hearts and minds have and are still carrying on for COMMERCIAL CREDIT today.

Ours is a service business and as such is largely dependent for success on the intelligence of our employes and the enthusiasm they show in serving COMMERCIAL CREDIT customers. That we have grown substantially and soundly is ample proof that COMMERCIAL CREDIT men and women have done and are doing their jobs well.

In 1951 gross receivables acquired by the Finance Companies of COMMERCIAL CREDIT were \$2,783,942,471; earned premiums of its Insurance Companies were \$39,464,036; and net sales of its Manufacturing Companies were \$99,115, 875. These operations were carried on through some 12,800 employes located in more than 350 offices throughout the United States and Canada.

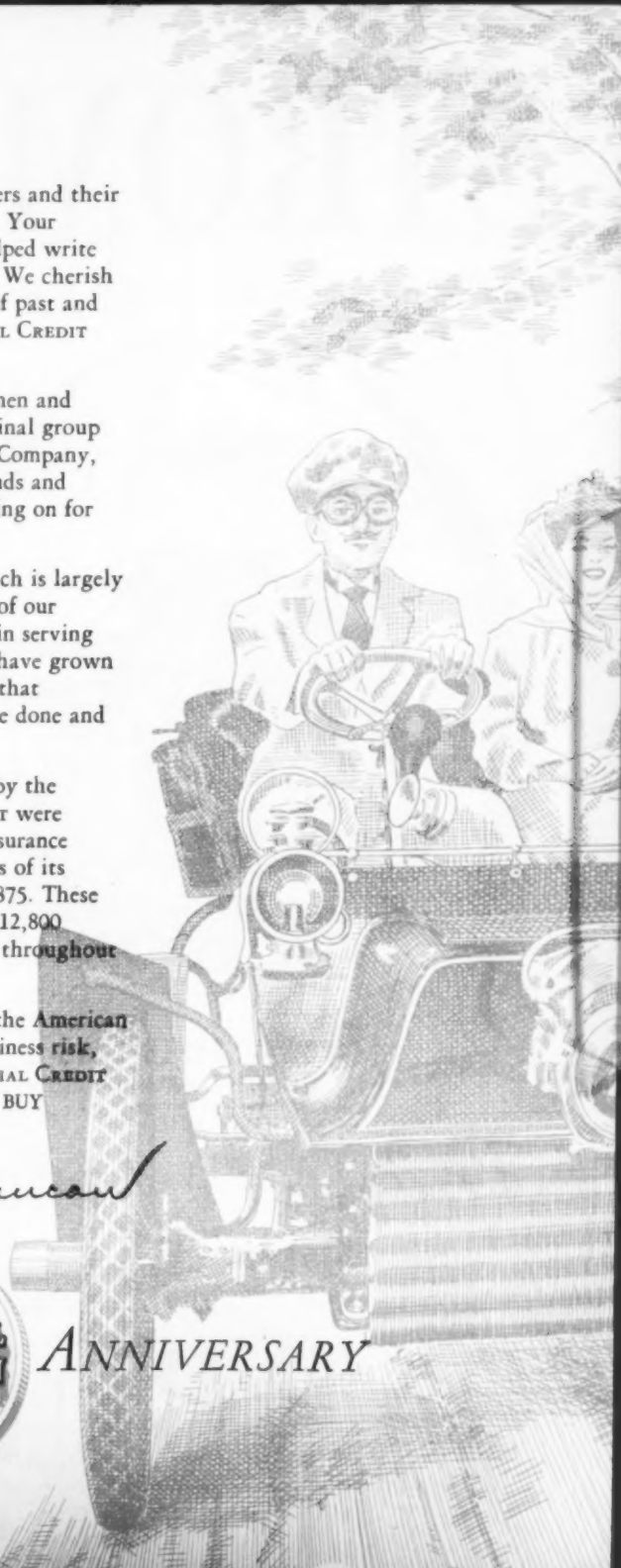
Because our experience has shown the American consumer to be an honest, dependable business risk, we pledge the continuing use of COMMERCIAL CREDIT funds and facilities to HELPING AMERICA BUY WHAT IT WANTS.

*Alexander S. Duncan*

FORTIETH



ANNIVERSARY





# STROMBERG

*For Performance that Builds Your Reputation as Well as Ours!*



**Bendix** SOUTH BEND  
PRODUCTS DIVISION INDIANA  
Standard Equipment Sales: Elmira, N. Y.

When you install a Stromberg\* Carburetor, you are assuring your customer of carburetor performance *second to none*—performance that is bound to mean a smoother running car and important savings in gasoline dollars. These are results you can count on, because Stromberg quality is built in *right* from the start—with exclusive engineering features, scientific design and mechanical simplicity that make it easy to do a good job every time. And remember, Stromberg Carburetors last longer, too. \*REG. U.S. PAT. OFF.

*These Bendix signs stand for good business and for good business relations between factory, dealer and customer.*



Replacement Carburetors  
—Repair Kits



Original Equipment on  
most cars



Hydovac® Power Brakes  
—Trailer Power Braking  
Systems



Cold Immersion Parts  
Cleaner saves time and  
money

# The Quality CARBURETOR

Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

# FLASH!

Thousands of dealers have switched to Exide since the introduction of the **ULTRA START** battery!

## Switch to Exide

**BETTER YOUR BATTERY BUSINESS!** Exide means sales. Exide gives you *more to sell*—a bigger battery value for your customers' dollar. And Exide offers you *what it takes* to build a sound, growing battery business.

**A COMPLETE LINE** with wide price range—ULTRA START...HYCAP...SURE-START...STARTEX.

ULTRA START has  
**G.O.X.**  
New active material... which takes full advantage of an acid solution of lower specific gravity.

ULTRA START has  
**SILVIUM**

New grid alloy... resists a battery's most destructive enemy—grid corrosion caused by overcharging.

ULTRA START has  
**PORMAX**

New, practically indestructible plastic separators—resist heat and acid, are flexible and tough, increase cold-weather starting ability.

135,179,740 Exide National Advertising messages in 1952... will help you do a real selling job right in your own neighborhood.

**EXIDE SURE-START PROGRAM** with time-saving tools and equipment.

**SELLING AIDS** that assure quick, profitable battery sales.

**ATTENTION-WINNING DISPLAY MATERIAL.**



**ULTRA START—New leader of the famous Exide line**

**ACT TODAY...** *Switch to  
Exide*

THE ELECTRIC STORAGE BATTERY COMPANY  
Philadelphia 2 • Exide Batteries of Canada, Limited, Toronto

**WHEN IT'S AN EXIDE...YOU START**

"HYCAP" "SURE-START" "PORMAX" REG. U.S. PAT. OFF.  
"SILVIUM" AND "ULTRA START" T.M. REG. APPLIED FOR

Again  
**METCOLD**



**TOPS THE  
FIELD!**

Now! **YOU CAN SELL**

*finest professional quality*

**TOOL KITS**

*at competitive prices!*

**EACH KIT A  
DISPLAY IN ITSELF!**

- Handy, Durable Metal Edge Boxes
- No Duplication of Sizes
- Priced for Fast Volume Sales
- Excellent Profits
- Fully Guaranteed



**BOX END  
WRENCHES**



**AMAZINGLY SMALL INVESTMENT  
BRINGS YOU THIS COMPLETE  
ASSORTMENT FOR IMMEDIATE RESALE!**

These popular tools sell on sight to motorists, farmers, shops and homes. Display 'em and you'll sell 'em. Start now and get your share of this fast-moving, profitable business.

*Guaranteed Hot-Forged*

• **SOCKET KITS**

*Rugged, Handy, Compact*

• **WRENCH KITS**

*Popular, Fast-Selling*

• **UTILITY KIT**

**SOLD ONLY THROUGH AUTHORIZED JOBBERS  
INVESTIGATE TODAY—CONTACT YOUR JOBBER  
NOW! OR WRITE DIRECT.**

**COMBINATION  
WRENCHES**



**1/4-INCH SQUARE  
DRIVE SOCKETS**



**OPEN END  
WRENCHES**



**3/8-INCH SQUARE  
DRIVE SOCKETS**



**1/2-INCH SQUARE  
DRIVE SOCKETS**



**UTILITY  
TOOLS**

**METCOLD TOOL ENGINEERING COMPANY • 134 NORTH LA SALLE STREET • CHICAGO 2, ILL.**



# SOUTHERN SAJ AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 32

JUNE, 1952

No. 6

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SOUTHERN AUTOMOTIVE JOURNAL for JUNE, 1952



100% PENNSYLVANIA AT ITS FINEST

## BUILD CUSTOMER CONFIDENCE ... MAKE REPEAT SALES

Dealers and distributors who sell 100% Bradford-Pennsylvania Veedol Oil will tell you it's a product that wins steady customers and is highly profitable to handle.

For cars and trucks—VEEDOL, "The World's Most Famous Motor Oil", is a premium oil *plus* plenty! Its famous "Film of Protection" goes far beyond mere "premium-type" performance to keep motors cleaner . . . safer . . . smoother-running!

For tractors—150-HOUR VEEDOL TRACTOR OIL is made specially for tractors! . . . Its excellent quality is readily apparent to tractor owners because Veedol stands up for a full 150-hour service in gasoline fueled tractors and cuts oil consumption in all tractors regardless of fuel used.

Veedol Oils and Greases are sold through independent distributors and carry a full margin of profit. Write for information today!

TIDE WATER  
ASSOCIATED OIL COMPANY

Twice—Thompson Bldg. Atlanta—Rhodes-Haverty Bldg.



New York

Tulsa

San Francisco



**NEWEST WAY TO FIGHT  
HEAT, FRICTION,  
CORROSION, ABRASION**

**Sealed Power**  
**KromeX**

**FULL-FLOW RING SETS**

*A premium set for late-model cars and trucks*

**Best for  
oil control even in  
BADLY TAPERED  
and  
OUT-OF-ROUND BORES!  
THE FULL-FLOW SPRING**

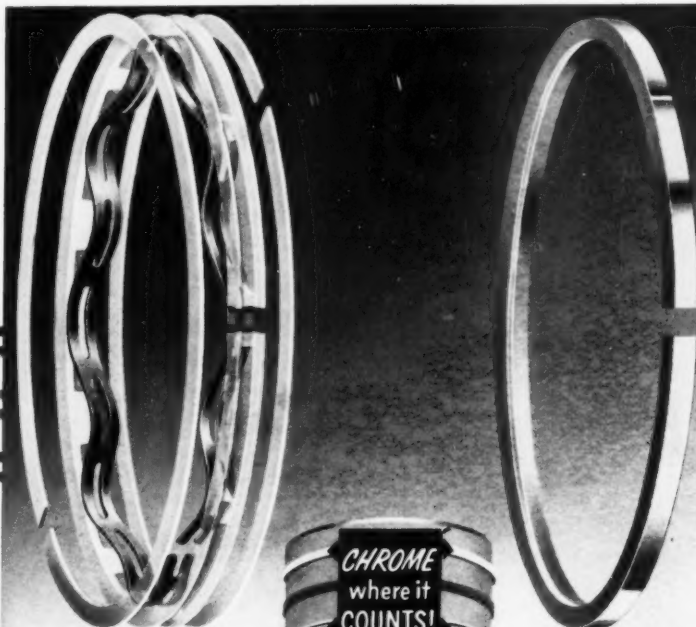
CAN'T BLOCK ANY PISTON OIL HOLE

CAN'T BLOCK ANY RING SLOT

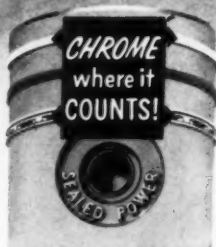
TWICE THE USUAL BEARING AREA

- for even distribution of pressure
- for easier starting
- for thousands of extra miles

All rings in KromeX Ring Sets are beveled or tapered to thread-line contact for quick seating and blow-by control.



Nationally famous MD-50 STEEL OIL RING, the only ring with the FULL-FLOW SPRING—now made better than ever with chrome-faced side rails and Granosealed sides of side rails.



Top compression ring of chrome-alloy cast iron, with solid chrome face, factory-lapped to a light-tight finish, and with Granosealed sides.

SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

**Sealed Power Piston Rings**

**BEST IN NEW CARS! BEST IN OLD CARS!**





# SPOTLIGHTING *the* NEWS

**Some shocks** are coming these days to car-factory men as well as dealers. Take, for example, what one representative of a "Big Three" maker said: "One of our dealers came in the other day and said if he didn't get more deliveries he would be forced to give up his franchise. He wasn't getting enough new ones to maintain his force of seven salesmen. I asked him if he didn't have a lot full of used stuff. He said he did, but that his were new-car salesmen and didn't like to sell used cars. I inquired if he had really come in to give up his franchise if he didn't get a bigger allotment. He said that was true. I called the district man and told him to get a buyer. The franchise was soon relocated with a man who thought he could sell used cars as well as new ones."

**A war** of unheard-of proportions can be expected between Chevrolet and Ford just as soon as production limitations are wiped away by the federal government. Some dealers at a gathering in the South the other day expressed the opinion that one of these days, possibly before too long, they would wake up to find that, just like Regulation W, the red tape was gone. Selling—hard, down-to-earth bargaining—will be back then, and the dealers who have a sales force will survive, and probably survive satisfactorily. No doubt the factory executive above had this in mind when he didn't hesitate to take back the franchise which his dealer had tendered.

**Ford** seized a healthy slice of the public's interest by bringing out the new models this year. Chevrolet, according to latest information, may bring out completely new models at a New York showing next January. Plymouth is expected, in view of the competitive situation, to be quite new for '53. All of this means that you soon may be seeing some veteran dealers who've grown soft taking to the sidelines, while the aggressive ones will be in there pitching. The boys will find they're being separated from the men.

**Jobbers** in some Southern communities last month were complaining along this line: Certain suppliers are trying to force them to take more mer-

chandise than they can handle, or otherwise lose their franchises. If the jobbers should comply, their only choice then would be to become price-cutters, and not many wholesalers like to be of that stripe. One Floridian maintained that this condition was widespread. He cited as proof the names of four suppliers who he said had been pressing him.

**More selling** power is needed to move some merchandise today, is the argument of some manufacturers. It's up to the distributor of cars or of parts to see that he has a selling force to gobble up a big share of the market for the manufacturer; if you can't merchandise the goods now that a selling job must be done, then move over to one side and let a real salesman take hold. That's the answer some factory executives give when they hear such complaints.



"Oh, we figured a way of getting at the trouble. We're just wondering now if there's any way of getting our man out."

**Inspections** in Southern states where they're compulsory keep turning up a lucrative field of shop volume that must be accepted as existing, even by the most determined skeptic. Motor Vehicle Director George Kenneipp of the Commonwealth of Virginia, for example, reported that in spite of compulsory inspection, one of every four cars has either defective lights, brakes or steering.

**A driver** seldom would object to a man in your shop pointing out such defects. His life may be saved by your being on the ball, pointing out simple defects which can be corrected just about as quickly as you can say "antidisestablishmentarianism." On second thought, maybe you can replace a bulb a little quicker than that. Do your customers a favor and remind them when these safety jobs need to be done. Then you'll be placing their personal welfare first and at the same time you'll be making certain that the necessary job is rung up on your cash register.

**The results** can be readily proven, if you follow such a program. Look, on page 45, at what happened when a Chattanooga dealership headed out for greener service-volume fields by pulling the wheels. Brake volume was doubled in two months and the customers didn't mind it at all!

# Build your reputation for brake work! Use Grey-Rock Balanced Braksets



Every segment factory-branded for your customer's protection. For riveting or for bonding.

*Only* **Grey-Rock** *makes*  
**BALANCED BRAKSET LININGS**



**GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.**

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment • Asbestos Textiles • Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

## Grey-Rock advantages

### Reputation Booster



Your reputation for good brake work climbs higher every time you install Grey-Rock Linings . . . the linings regularly advertised for years. Car owners know the Grey-Rock name, and have greater confidence in shops that use Grey-Rock.

### Satisfied Customers



Because each Grey-Rock set is a *balanced* combination of friction materials especially selected for some particular make and model of car, your customers get faster, smoother, safer stops . . . with longer wear and fewer adjustments. You're sure of these advantages when you use Grey-Rock; but you never know what you're getting when you accept unbranded lining!

### Proof of a Better Brake Job



This tag is packed in every Grey-Rock set, ready for you to snap onto a dash button of your customer's car. It tells how your workmanship joins with Grey-Rock Balanced Braksets to deliver a better brake job. It's good advertising for your shop!

Consistently advertised in

**POST** and **Country Gentleman**

## Effective Shop Publicity Program



Can he break the hold? Garageman Williams (right) describes a tense moment in a wrestling match.

**A** PUBLIC relations program, or a better public relations program, for every automotive business is being urged more and more these days as a means of boosting gross volume.

But the big question is: "How are you going to set about doing this?" Particularly, how are you going to do it in order to step up the dollars rolling into garages and service departments of dealerships?

Establishment of a highly effective public-relations and advertising program, often considered impractical by independent garage owners because of excessive cost, is paying big dividends to a Texas Panhandle garageman.

Six years ago Earl "Curley" Williams, president of the Amarillo Plains Body Works, defied the old adage about not mixing business with pleasure.

He had, by his own admission, been a "wrestling maniac" for years so he started sponsorship of radio broadcasts of the local matches.

Today his shop's business volume has gained some 40 per cent over what it was in 1946, he is a recognized authority on wrestling, and Radio Station KAMQ gives him

**By Bob Bray**

his advertising free for announcing the regular Thursday night event. Last year his garage, which has 12 employees, grossed \$130,000.

"Though I saw the possible benefit from coupling our advertising program with wrestling," Williams explained, "I had no way of knowing what it would mean in the long run. It really brings in new cus-

tomers. Folks I can't even recall having seen before bring their cars in for work and then come in my office to talk wrestling," he said.

A glance at Williams' office quickly shows why most any visitor there would "talk wrestling." Bearded bruisers with mangled ears glower from a hundred pictures tacked to the walls, while a large poster exhibits the favorite ho'ds of a champion grappler.

### **"To Each His Own"**

Everyone can't have a radio voice to broadcast the wrestling matches he's interested in, as does this garageman. But just about everyone does have his own hobby or sports interest which he can promote in his way to his firm's greater success. One big franchised dealer has reaped tremendous public good-will through sincere participation in Boy Scout activities. One Southern wholesaler, who's crazy about boating, at times takes some of his best customers for an overnight cruise on the Inland Waterway. What can you do?

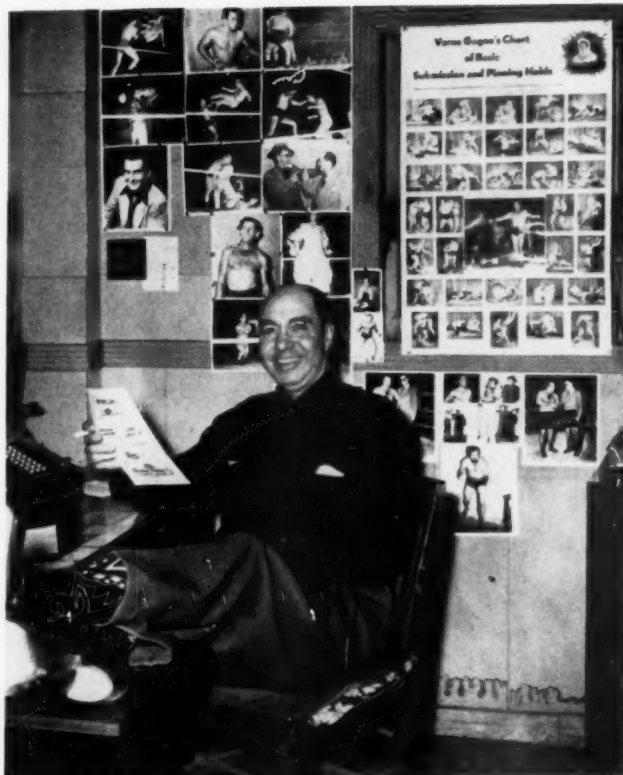
When Williams began sponsorship of the radio wrestling broadcast, it cost him \$50 a week. And he got some favorable reaction from the start. "It didn't make business boom, or anything like that. But, we got a good enough return that it was worth while to keep it up," Williams said.

The Amarillo garage owner accepted a key role in the program right from the beginning. He never missed a match anyhow, so he made it a point to sit at the broadcasting table and deliver his own commercials. This went on for about two years, until one night Williams unexpectedly found himself airing his first match.

"The radio-station personnel had a big blowup and five minutes before the match the station manager asked me to broadcast the event," Williams recalled with a grin. The listening audience, which the station now estimates at a minimum of 50,000, seemed to like the garageman's frank, straightforward account of who was mauling whom. He's been on the air ever since.

However, the shoe is now on the other foot as far as cost for the broadcasting is concerned. Officials of Radio Station KAMQ, realizing the pulling power of the program, give him free time on the air for his own advertising during matches and even toss in occasional special plugs at other times.

In addition to the blow-by-blow broadcast of the matches, Williams also conducts a pre-match interview with various wrestlers on Thursday afternoons. His broadcasts draw fan mail from throughout the area over a 200-mile radius



A glance at the walls of Williams' office shows why many motorists bring cars by for repairs and drop in to "talk wrestling." Williams says 65 per cent of new customers are attracted by the broadcasts.

and from occasional points as far-flung from Amarillo as St. Louis, North and South Dakota and Dallas, which is 361 miles away.

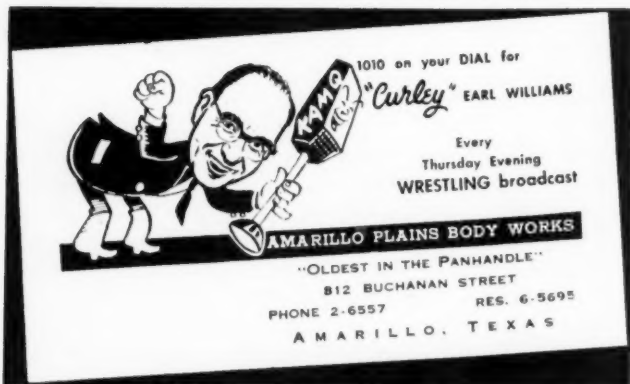
"When I first went into the wrestling-advertising-public relations combination I had no idea what tremendous business drawing power it would have," he said, "but I soon found out and have identified our entire public-relations and advertising program with the sport. After all, wrestling drew crowds of approximately 155,000 in Amarillo last year, and that's a lot of potential customers," he continued.

Most important phase of the program to the firm has been that it has paid off in new customers. Williams pointed out that since the firm has been in business since 1923 and is one of the oldest such shops in the Panhandle, it naturally had its share of regular customers.

"But, just after the war the town was growing fast. We knew that if we were to keep pace, we had to get our share of the new people coming to town, and wrestling was the answer," he said.

(Continued on page 102)

Even the business cards Williams uses show him at the microphone.



## Want to Double Brake Business?

# It Pays to Pull the Wheel

By M. M. Wilcox  
Assistant Editor

A "PULL-THE-WHEEL" program in the service department of Furlow-Cate, Inc. (Ford), Chattanooga, Tenn., doubled brake volume in two months. The simple plan, which doesn't require a lot of time or money, has been well received by both the mechanics and the customers.

How did the program get started and what does it include? Service Manager E. C. Brown sums it up this way:

"Around Christmas last year our shop volume began to drop off. When it didn't pick up in the first weeks of the year, we knew that something should be done. Brake inspection seemed to be a good way to round up extra volume and at the same time perform a real service for our customers.

"The mechanics were instructed to pull the front wheel on every car that came into our shop for any type of mechanical work. They fell right in with the idea as soon as it was suggested to them. It takes only about ten minutes to pull a front wheel.

"If the mechanic thinks the brake lining needs replacing, he calls the shop foreman to check it. This is to prevent any tendency to oversell the customer.

"If the customer has the job done, the mechanic who checked the lining gets the job. Or if a tune-up man, for example, discovers that a brake job is needed, he can have the job assigned to one of his buddies on the line. The line mechanic, in turn, can later ask that some electrical job be assigned to that

particular tune-up man."

The mechanics and Brown himself have been surprised at the number of worn linings that have been discovered when wheels were pulled. During the first two months, about 75 per cent of the cars inspected had worn linings. In many cases drums were already scored.

"As long as the car stops, many people don't think about brakes," Brown said. "They don't realize that brakes can be in a dangerous condition without giving any sign of it—unless you pull the wheel and have a look at the lining. That is the only way to be sure about them.

"In addition to wear, there are other troubles. We recently pulled the wheel on a car, not knowing that the brakes had been relined at another shop about a week before. There was grease on the lining, so the job had to be redone."

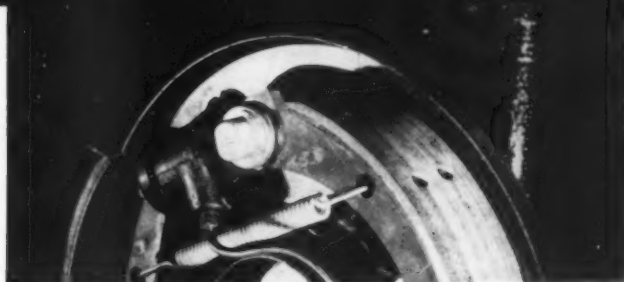
About 75 per cent of the custom-

ers buy the recommended relining job. Whenever possible, Brown likes to have the customer himself have a look at the brakes. If the customer doesn't have brakes relined at the time, a letter is sent within 30 days reminding him of the job.

Since brake jobs, like other types of service, seem to come in spurts, it is hard to arrive at a weekly or monthly average. Five jobs a week was a "very conservative estimate," Brown said. Recently the shop sold five brake jobs in one day and three the following day under the "pull-the-wheel" plan.

The charge to the customer for relining brakes is around \$25. If there is much mileage on the car, Brown recommends overhauling wheel cylinders. The labor charge for this overhauling is \$1.80 a wheel.

The shop is equipped to handle  
(Continued on page 92)



Motorists want their brakes to be in good condition. The only way to be absolutely sure that they are is to pull the wheel and look.



# "Plan It for Future Volume"

**A**UTOMOTIVE repair volume is a space business.

Cars take up a lot of room. Repairs on the other hand cannot wait. And consequently the small shop that can handle only three or four cars may find itself with a waiting list of dissatisfied customers.

In 1950 when our 30 by 60 shop was doing a capacity business, we spotted a new building 64 by 84 being erected that would be suited to the volume we believed we could get if certain changes to handle work more efficiently could be arranged.

There was one support in the rear that we wanted eliminated for more space. A girder beam was installed to take care of this.

**By JOB C. TICKEL**  
Co-Owner, Tickel Motors  
Arlington, Va.

We had in mind a shop employing six mechanics that could take care of ten or 11 cars at a time. Our plan was that one man could have more than one stall. While he waited for parts on a large job, he could take care of a small job and so use idle time profitably.

We wanted a 14-foot ceiling so that there would be sufficient clearance for cars raised on lifts.

Among other things, we specified a front-end pit while the building was still being constructed. We placed the pit near the rear door so that congestion could be avoided as

cars went in and out. We could have done without the pit but it has always been our feeling that a mechanic works more efficiently and more easily on a front-end job from a pit, and also a customer has more confidence in a shop's efficiency where there is a pit.

We had an exhaust line put in with two outlets to carry off fumes.

Our problem in the small shop had always been not enough space for equipment. We have been putting in equipment in our new shop as capital permits. We believe we are now using all space to best advantage with no space going idle.

Two twin-post lifts were installed—one right near the front entrance for quick repairs and lubrication, the other at the rear of the shop.

Handling 145 repair orders a week and approximately 600 repair invoices a month, we keep our shop staff of five to six mechanics, one body man, one parts runner, one wash boy, one shop foreman productively employed throughout the day, for in the 2½ years we have been here we have reached capacity production.

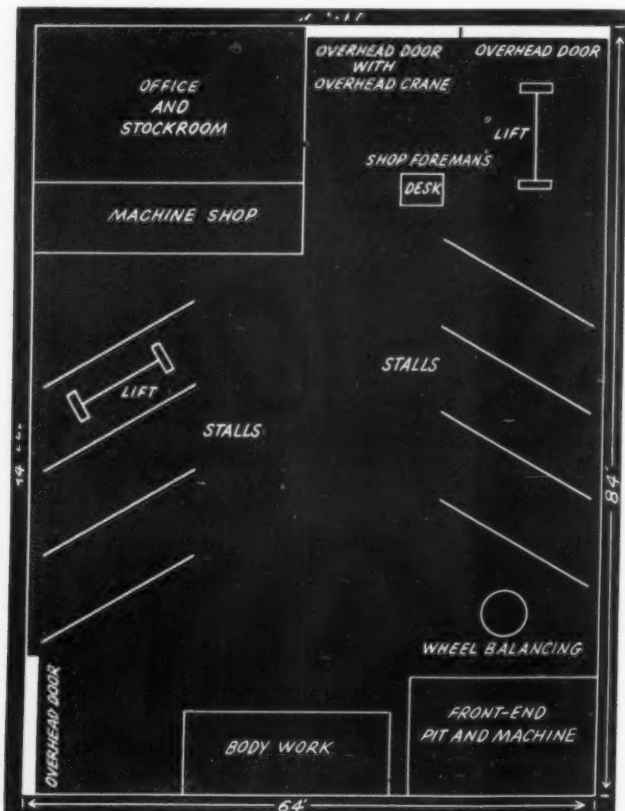
## Labor Runs 60%

We average an over-all volume of \$11,000 to \$12,000 a month throughout the year with 60 per cent of that figure in labor sales and 40 per cent in parts.

We added a wheel-balancing machine, front-end machine, and for our machine shop a block-refacing machine, valve-refacing machine, drum lathe, brake riveter and grinder.

With our machine shop of 320 square feet of space concentrated in one place, we are steadily expanding equipment in our machine shop, cutting down time one-third to one-half as we turn out certain jobs efficiently ourselves.

A drum lathe will pay for itself. Sending out a man on a drum-turning job was that much loss of time. Our lathe now turns and cuts automatically while the man is working, and so two jobs are accomplished at once. A valve-grinding job sent out might take two days. Here it is done within three-quar-



# GARAGE

## Building Plans

This article begins a series on efficient garage layouts, in response to a number of requests from readers. Floor plans to be featured will, in most cases, have been tested for some time under actual repair operations, rather than being plans of elaborate new buildings that have not been tried out.

ters of a day or less.

I had the building painted white for customer appeal because cleanliness is one of the biggest selling factors, I believe, a shop can have. A customer driving a nice car shies away from the dirty, disorderly-looking shop.

A recent survey showed that many cars are brought to the shop by women these days—both their own cars and their husbands' cars. Certainly a clean and orderly shop is a "must" in attracting the feminine trade.

Anyone will tell you that women are much more observant than men when it comes to the care of a building and equipment—whether the building is a home, an office, a store or a repair shop. They know from experience in keeping their own homes that dirt and carelessness in handling equipment do more than offend the eye—they're symptoms of inefficiency, in most cases.

Women—and many men—feel that the type of personnel that is willing to work in a greasy, untidy shop may not be as courteous and pleasant to deal with as those who maintain an attractive place.

Large clear signs suspended from the ceiling impress a customer with the variety of repairs we are equipped to do. It is good promotion that doesn't cost us much.

Future plans include additional outlets for the exhaust line which we shall put into the ceiling, since it is cheaper than tearing up concrete. We find our two outlets insufficient.

The outlets may seem to be a minor item to some operators but, like other details of a shop, they can be important. Good mechanics are not easy to find these days, as everyone knows. If a man doesn't feel well, he is more conscious of the minor annoyances and hard jobs that every mechanic encounters from time to time.

Exhaust fumes can give a man a slight headache or make him feel a little dull without his being aware of the cause of the trouble. That's why elimination of fumes can have a good effect on shop efficiency and

morale, in addition to the obvious fact that any mechanic likes to feel that his boss is providing good working conditions for the men he employs.

To the independent with small capital considering changes, I would recommend leasing a building, and not buying. You need that money for stock and equipment. I recommend putting money into equipment so you won't have to run all over town.

Plan changes from the viewpoint of the volume you expect to handle. If you do plan buying a building, watch your investment very closely, for in my experience as a public accountant, more businesses folded up because of the disproportionately high outlay on building than because of any other factor.



Installation of a girder eliminated some space-taking supports for the ceiling, which is 14 feet high to give sufficient clearance for cars on lifts. Room was provided in the building for equipment that Ticket plans to install in the days ahead.

# KING of the U-C DEALERS

HERE'S an insight into the home and family life of the president of the National Used Car Dealers Association—James C. Downing of Atlanta, Ga., who is also part owner of a big garage which reconditions his used cars.

The Russians would wind up quite confused if they were told these pictures were all of the same man—a man who frequently appears before federal agencies and congressional committees in behalf of his growing organization.

And who could imagine a piano or lawn mower in the hands of a used-car "king" in Russia, particularly one owning such a fine home as the Downing residence?





# Reducing Costly Adjustments



Identifying numbers and code letters are stamped on a brass strip as shown in top photo. The metal tag

then is soldered to the radiator, giving a permanent record of what the job included and when it was done.

**D**EWY'S Radiator Works, Austin, Texas, has reduced chances for misunderstandings about repairs and guarantees to a minimum by a simple system of keeping records.

As with other types of automotive repairs, adjustments can be costly to the shop in time and labor and can result in unpleasantness if the customer feels that the shop is trying to take advantage of him.

The system developed by John D. Wire and Henry Wire, who own and operate Dewey's Radiator Works, centers around a brass tag that is soldered to each radiator. Each type of radiator service the shop performs has been given a code letter, which is stamped on the tag.

If a car is brought in for an adjustment, it is easy to look at the tag, check the records and find out just what the job included and when it was performed.

A listing of the code letters that are assigned to each operation appears on the back of every shop

ticket, so there can be no question in the customer's mind as to what the job included.

These operations are:

**Operation A** — Remove and replace, clean and repair radiator. This job is guaranteed\* for 12 months if followed by Operation F within six months.

**Operation B** — Same as Operation A except it includes new core.

**Operation CA** — Clean and repair radiator when detached. Guaranteed for 90 days.

**Operation CB** — Recore radiator when detached. Guaranteed for 90 days.

**Operation F** — Thoroughly clean out entire cooling system without removing radiator and give rust-prevention treatment.

**Operation X** — Make temporary repairs. No guarantee.

The letter "C" designates jobs performed on detached radiators, usually sent in by other shops.

Let's follow a job through to see how the system works.

John Doe brings in a radiator for repair. He wants only operation "A," which is recorded on the shop ticket. If additional work or parts are needed, such as replacement hose or clamps, this is added to the ticket.

Before the car leaves the shop, one of the men attaches a metal tag reading "467 A." The number indicates the job number for the shop. The letter tells what operation was performed.

The shop makes its own tags, using a brass strip about two inches wide. Numerals and letters are impressed on the metal by hammering small dies. Numbers are made up in advance, running consecutively, so only the code letter for the operation performed has to be added before the tag is attached to the car. Use of soldered metal tags prevents identification from being lost if the radiator is boiled out.

The next morning Wire enters the job in one of six ten-cent com-

position books—one for each of the coded operations. This simple listing includes the tag number soldered to the radiator, owner's name, make and model of car, invoice number, amount charged customer and date. The John Doe job 467 would go in the "A" book, of course.

"This takes about ten or 15 minutes in the morning," said Wire. "The system prevents us from making costly adjustments that we otherwise would be forced to make.

"Just recently one of our best fleet accounts sent us in a job. Upon examination we found the core rotten. It wasn't worth repairing. When I called the account, he told us that it was a guaranteed job and that we had put in a new core less than a year ago.

#### He Was Mistaken

"But I knew we hadn't. There was no tag on this particular radiator. We had never worked on it. The account had a statement showing we performed operation 'CB' on a certain date. We asked him to check and he found the radiator bearing our metal tag '223 CB.' He had been mistaken.

"He had referred to the wrong job in thinking we had recored the radiator that was then in our possession. Without our system we would have been obligated to recore the radiator without cost to the customer—and with a cost to



John D. Wire makes a record of the preceding day's work in these ten-cent composition books when he first comes to work each day.

us in materials and labor of about \$75. Also, the customer might have felt we had tried to gyp him.

"Guarantees often expire before the customer is aware of it. We claim to guarantee our work for a full year and the customers expect us to live up to our agreement. Most of these customers are not trying to put over a fast deal. Time just has slipped by in a hurry.

"To check, all we have to do is lift the hood, look at the numerals and thumb through the proper book to find the exact date. If necessary, we can dig out our register sheets for further evidence. We will know just where to look for those sheets without going through the entire lot we have filed away."

Another good point of the system is that Wire can determine quickly how many jobs the shop did the previous day by looking to see the next number up in the metal tags when he first comes in each morning.

"We could afford to make adjustments," said Wire, "but we cannot afford to leave the impression that we are out to gyp customers. That is the idea of our preventive measures.

"And it pays off. Customers assume that when we keep such records, we take extra pains with our work. Which isn't a bad idea to get across to the customer!"

The only complaint the Wires have with the system is that the metal stamping is a nuisance. They would like to find out where they can get some simple engraving instruments to speed this phase of the job.

Although this particular system of identification is applicable chiefly to radiator jobs, the idea of keeping close tabs on other major jobs is a good one for any shop operator to look into.

"I adjusted the spark gap, leaned down the carburetor, she's married, and put in new points."





# Meeting Garagemen's Biggest Problem

By JIMMY FRAME  
President, Panhandle Independent  
Garagemen's Association  
Amarillo, Texas

**I**NDEPENDENT garagemen of the Texas Panhandle, and doubtless most of those throughout the rest of the South and Southwest, are going through the most critical period in the history of their businesses.

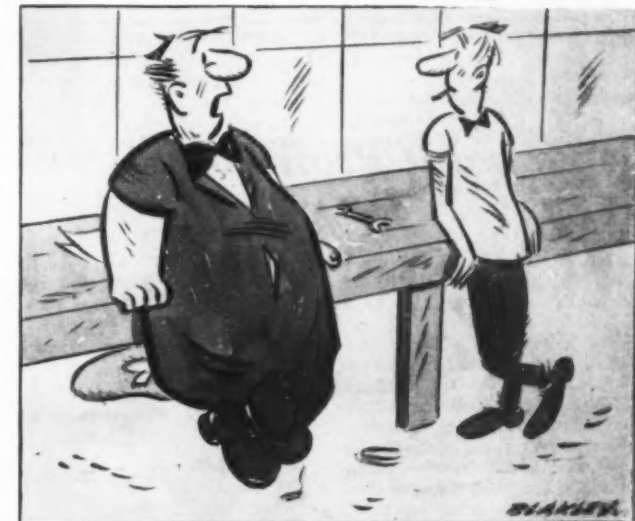
The problem of employing and keeping completely - skilled mechanics — the backbone of any garage's operation — is greater than it ever has been before. And, unfortunately, I'm afraid we only have seen the beginning of this "sink-or-swim" proposition.

In my own shop I have found a constant problem in keeping well-qualified mechanics on the job. And, generally speaking, it is not a matter of rate of pay. We have trouble finding and keeping good technicians at any price, simply because there is an ever-increasing shortage of skilled mechanics, at least in this area.

My fellow members in the Panhandle (Texas) Independent Garagemen's Association tell me daily that they are faced with the same problem.

As we analyze this shortage of mechanics, it stems not from any scarcity of basically able and willing workers. It is mainly the result of the increasing complexity of all makes of automobiles being built today, coupled with the fact that many of us in the independent-garage business have failed to keep up with the times.

We, and many others across the country, have failed miserably when it comes to keeping ourselves and our employees informed on the recent revolutionary changes in all automotive vehicles. Needless to say, this can and will be fatal to those of us who do not take imme-



The general "handy man" can no longer handle today's complex cars.

diately corrective steps.

All of us are learning, often through the expensive loss of good customers, that the day of the "jack-of-all-trades" mechanic is past. New and constantly-improved automatic transmissions, power brakes and steering and a hundred other innovations have made it necessary to have carefully trained technicians on the job. Up until three or four years ago, a "handy man" could get by as a mechanic in many shops. Today, the job is just too complex for him to handle.

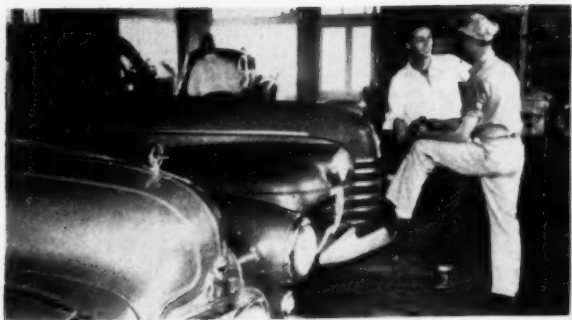
As I see it, there is only one basically-sound way for members of our association, and other independent garagemen, to meet this problem. That is through complete, careful and almost constant sponsorship of mechanic training schools. I, personally, see to it that my own staff attends every school offered by parts houses or anyone

else that will be at all worth-while. But, schooling of a few is not enough.

Providing the association will support such a program, it is my intention to urge institution of the most complete mechanic training school possible. A large percentage of mechanics skilled in modern automotive work is the greatest insurance possible for independent garagemen, not just in Amarillo but across the country.

Obviously for such a program to be successful, we must have mechanics who are willing and able to learn. In many cases this will mean a switch from the type of personnel we have in our shops. Certainly the old, experienced hand who has the right attitude on learning new tricks will continue to be the important point of the crew.

(Continued on page 90)



A few minutes' conversation sends the mechanic back to work refreshed and helps make the customer a "regular" for shop work.



## He Found It Profitable!

# Let Customers Gawk and Talk

"THE independent garageman's customers want the privilege of looking over the mechanic's shoulder," said Paul H. Robeson, Robeson Motor Co., Bryan, Texas. "They want to feel free to walk in and talk with their favorite mechanic at any time.

"The dealer thinks he cannot afford this. Many independents feel the same way. That is a sad mistake. The customers want the privilege and so do the mechanics."

A Chevrolet dealer for 21 years, Robeson took over his present garage two years ago after he became tired of "sitting-still" retirement. Last year his gross was more than \$68,000, compared with \$20,000 the previous year.

Robeson built up the business by encouraging friendliness between customers and mechanics, as well as by a radio campaign that was chiefly institutional in nature.

"That first year," he said, "I spent \$100 a month on radio. At the end of the year I had to stop. I had more volume than I could attend to."

Mechanics, Robeson believes, find it against the grain to conform to rigid routines without periodical breaks to relieve the monotony. When talking with the customers is forbidden, they relieve the mo-



Time out for conversation helps to cement relations with the fleet accounts, as well as with the individual car owners, this garage found.

notony by talking with one another, ganging up to go for coffee, cursing the job, striking a stubborn nut a vicious whack with a hammer or other ways to let off steam.

"The intervals that the mechanics spend with their customers break up their working day," Robeson said. "It makes the job more interesting. The time that mechanics spend talking with a customer is made up by their working faster after a pause.

"The talking acts as a refresher.

And knowing the customer makes them more conscientious concerning their work. As a consequence, there are fewer comebacks to be done over.

"We encourage the customers to talk with our mechanics and we insist that the mechanics give the customers their time. As a result, each of our four mechanics has built up his own following.

"Fully 80 per cent of our customers walk in and if they do not see

(Continued on page 96)

ANY spot survey will establish the fact that it is an unwritten law in almost any automotive service establishment that the customers can't watch mechanics while the work is being done.

Hardly any dealership service manager, and few independent garage owners, will permit the practice. Their best mechanics would be gathering up their tools and walking out.

But in Tulsa, Okla., at the Carter Auto and Brake Service, Owner John Carter doesn't merely permit the practice, he invites it. He even urges customers to watch him or his mechanics make repairs.

He grew up under the practice in Model-T days in a garage in Wichita, Kan., where customers were welcome to watch mechanics work. Ever since he opened his

additional work is necessary. That's why I say you can sell more merchandise to the owner who watches you work. I have proved it to my own complete satisfaction."

Carter has had complaints from mechanics who are new to his shop. But he explains the policy to them and sells them on the idea that it is good business to "train yourself" to be accustomed to having the owner watch work being done.

"After you get used to it, it won't bother you," Carter tells them.

This independent does not try to sell every customer "up," however. He relates the case of the owner with a knocking Ford six.

"He brought the car in and asked me what I thought," says Carter. "I listened and advanced the opinion it was either heavy carbon or in the timing gear. I suggested

many high prices quoted him he wasn't ready to trust me and my low price.

"But in about three days he brought the car back and I cleaned the carbon. After that it ran smooth as you'd want and he became a good customer."

Carter adheres to another policy contrary to that followed by dealerships and a great many independents. He uses no advertising in any form.

"Personal contacts get better results, for me at least," he explains. "Car owners want service and if you give them honest service they give you tips occasionally on new business."

"I make personal calls on individual owners and fleet owners, in the evening when I can, or I take enough time off during the day. A customer may tell me about some prospect and I make a call. Maybe the original job doesn't amount to much, but the chances are it will grow into something."

"I can sell just about anyone I can talk with personally, whether he owns one car or a fleet, on coming into my place for service. For me, there is no question but that personal contact is the best advertising."

Carter says the difficulty is that the size of his shop and crew do not permit him to go after all the fleet business he could get.

Another difficulty that interferes with personal calls is the nature of the business. A mechanic working on a car is not much interested in the customer, as a rule, so the owner must stay close and provide that interest, see that the

(Continued on page 98)

## 'Tis True in Tulsa Too!

By Baron Creager  
Southwestern Editor

own garage in Tulsa in 1933, in the depth of the depression, he has had customers watching him and his mechanics repair cars.

And Carter maintains this is the most productive policy of his independent garage operation.

"Just let me have a customer watch me or a mechanic work on the customer's car," offers Carter, "and I can sell that man more merchandise, more service work, than he would buy if he didn't watch us work."

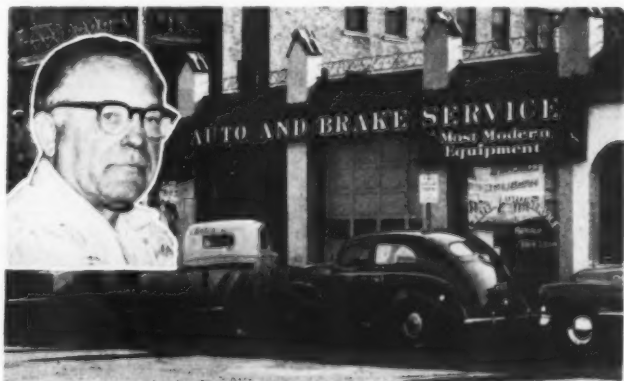
"That takes the customer into your full confidence. You can take the thing apart and show him exactly what is wrong. It takes him behind the wall of secrecy that usually exists between the point where the order is written and the point where the work is done."

"And when you have the customer there with his car you can point out to him other repairs that may be needed. They like it and, having been taken into your confidence, and having been shown what doesn't tick, they understand why

we clean the carbon first and see, telling him it wouldn't cost him much, and I named a price."

"He grew skeptical of my diagnosis. Someone, he said, had told him he needed a complete new block assembly. He had had so

Owner John Carter and his "watch-the-mechanic-work" garage.





# NEWS BRIEFS *of the*

## Miles-a-Gallon Fuel Gauge Developed by Kentuckian

THE Henstrometer, a mechanism that shows the miles per gallon of gas simultaneously with usual speedometer readings, has been developed by Henry G. Strong, a native Kentuckian who now works with transportation engineering in New York.

With the device, the driver is able to tell just what gas consumption is in relation to speed. A redesigned speedometer face shows miles an hour. A shorter hand on the same dial indicates the number of miles a gallon actually being obtained while the car is in motion, Strong said.

For example, if the car was traveling at 40 miles an hour, the large

hand would indicate 40. If at the same instant gasoline was being fed to the carburetor at the rate of two gallons an hour, the smaller hand would point to 20 on the dial.

If at the same speed the carburetor was using gasoline at the rate of three gallons an hour, the hand would point to 13.3 as the miles a gallon being obtained.

## Lee Becomes President Of Houston Dealers

WILLIAM M. Lee, Studebaker, has been elected president of the Houston (Texas) Automobile Dealers Association. He succeeds J. M. Richardson, who became a member of the board.

George W. Pearson is vice-president, R. M. Pearson is secretary-



What happens to a passenger-car tire at high speeds? One flat spot where the tire contacts the road is expected, but at 120 miles an hour two, three or even more flat spots develop, as this tire-testing machine at the B. F. Goodrich Co. shows. This occurs because the tire pulls away from the road faster than the inside air pressure can restore the tire to shape, setting up a wave of flexes sometimes visible over half of the tire's circumference, Goodrich engineers said. Such tests help in the development of tires that will be safer.

These 10,000 Mexican pesos are being used in a "round-up" campaign to gain customers for all departments of Reliable Chevrolet Co., Meridian, Miss. "All activities are based around a 'maverick,' which is a cow without a brand, according to Hopalong Cassidy," reported President R. S. "Dick" Lincoln (left). "Each maverick is worth eight pesos. We have practically everybody in the organization winning mavericks and pesos. Several local stores are accepting the pesos in trade and we are getting the name 'Reliable' mentioned more and more times each day with the passage of the pesos through the normal channels of business here in Meridian. It should be one of our most successful promotions." The Merchants and Farmers bank, of which Ralph Young (right) is vice-president, handles exchange.



treasurer and Ralph L. Fowler is general counsel. Directors include: F. R. Higginbotham, C. P. Simpson, Albert S. Berry, R. A. Parker and Griff Vance.

## U-C Dealers Change Dates

Dates for the annual convention of the National Used Car Dealers Association have been changed from Oct. 14-16 to Oct. 16-18. The meeting will be at Hotel Hollenden, Cleveland, Ohio.

## Sustare Named in Virginia

B. T. Sustare has been elected president of the Suffolk-Nansemond County (Va.) Automobile Dealers Association. W. B. Spivey is vice-president and J. A. Peterson is secretary-treasurer of this Tidewater organization of dealers.

# AUTOMOTIVE INDUSTRY



## BOP Lets Contract For Texas Plant

A CONTRACT for the construction of the General Motors "dual purpose" plant at Arlington, Texas, to be operated by the Buick-Oldsmobile-Pontiac Assembly Division, has been awarded to Thomas S. Byrne, Inc., general contractors of Fort Worth, it has been announced by James L. Conlon, general manager of BOP.

Construction work on the plant, to be built on a 252-acre site on the outskirts of Arlington, will begin immediately. Conlon said that it is hoped operations can begin in the plant in about a year's time.

He revealed that present plans call for simultaneous production of a Grumman-designed airplane for the Navy and assembly of Buick, Oldsmobile and Pontiac passenger cars.

Conlon pointed out, however, that in the event of stepped-up defense production the greater portion of the space now contemplated for automobile assembly could be converted to aircraft manufacture in a matter of days. Conversely, if the need for military aircraft disappeared, most of the space now devoted to aircraft production could be converted to use for automotive assembly.

He said that most of the automobiles produced at the Arlington plant will be for distribution in Texas.



Between 7,000 and 8,000 people attended this open-air showing of new cars and trucks at Roswell, N. M., last month. Some 80 models were displayed on Main Street, beginning at 6 p.m. An orchestra provided music for street dancing. Al Snipes is president of the Roswell dealer association, which sponsored the show. "Our show was, we believe, a very successful one," reported W. C. Hairston, Jr., secretary of the Roswell Automobile Dealers Association.

## Smith Heads Merchandising For Willys-Overland

DON H. Smith has been promoted to manager of advertising and merchandising of Willys-Overland Motors, Inc. He succeeds Harry Swan, resigned.

Smith joined Willys in 1949 as assistant sales promotion manager and later was regional sales manager for the seven-state Southeastern region. In 1951 he was named sales promotion manager.

In 1945 he was appointed executive vice-president of the Tennessee Automotive Association. He began his automotive career in 1923 with Chevrolet and for a time was with Nash.

## Texans to Meet Oct. 6-7

October 6 and 7 are the dates announced early this month for the annual convention of the Texas Automotive Dealers Association, to be held this year at El Paso.

The new home of Harry Bogue Motors (Studebaker), Dallas, Texas, has a 115-foot frontage on Cedar Springs Ave. and includes 66,000 square feet of space for concentration of all departments in one location.

In addition to the showroom, the main building houses customer waiting room, sales rooms, general offices and coffee bar, all air-conditioned. Owner Harry Bogue has been in the car business in Dallas for 30 years.





JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

## Looking Ahead

- July 24-26—Annual get-together of Boosters and jobbers sponsored by B-35, Richmond, at Chamberlin Hotel, Old Point Comfort, Va.
- Aug. 24-26—Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.
- Sept. 6-8—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.
- Sept. 14-16—Annual convention of Kentucky Automobile Dealers Association, Cumberland Falls.
- Sept. 20-22—Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.
- Sept. 21-23—Annual convention of Arkansas Automobile Dealers Association, Arlington Hotel, Hot Springs National Park, Ark.
- Sept. 25-26—Annual convention of Kansas Motor Car Dealers Association, Hotel Broadview, Wichita, Kan.
- Sept. 29-30—Fall meeting of Southwestern Automotive Wholesalers Association, Hotel President, Kansas City.
- Oct. 10-12—Fall convention of Automotive Wholesalers of Texas, Driscoll Hotel, Corpus Christi.
- Oct. 12-14—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.
- Oct. 16-18—Annual convention of National Used Car Dealers Association, Hotel Hollenden, Cleveland, Ohio.
- Oct. 19-21—Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.
- Oct. 26-28—Annual convention of Tennessee Automotive Association, Noel Hotel, Nashville.
- Oct. 26-28—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Oct. 27-29—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond, Va.
- Oct. 31-Nov. 2—Annual convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago, Ill.
- Nov. 19-20—Annual convention of Oklahoma Automobile Dealers Association, Oklahoma City.
- Dec. 8-9—Annual convention of Motor and Equipment Wholesalers Association, Chalfonte-Haddon Hall Hotel, Atlantic City, N. J.

Dec. 8-9—Annual convention of National Standard Parts Association, Ambassador Hotel, Atlantic City, N. J.

Dec. 10-13—Biennial Automotive Service Industries Show, Municipal Auditorium, Atlantic City.

Feb. 14-18, 1953—Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.

March 26-29—Southwest Automotive Show, Fair Park, Dallas, Texas.

May 21-23—Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

## Packard Names Nance To Succeed Ferry

JAMES J. Nance, former president of Hotpoint, Inc., a General Electric affiliate, has been named president and general manager of Packard Motor Car Co. He succeeds Hugh J. Ferry, who has been elevated to chairman of the board and continues as treasurer.

Nance began his sales career in 1923 with National Cash Register Co., the same firm with which the late Alvan Macauley, pioneer Packard executive, began his industrial life. He was with the Frigidaire Division of General Motors Corp. for 14 years.

During World War II, he went to Washington as a member of the War Production Board, Advisory Committee for Industry, where he worked with Charles E. Wilson,

then president of General Electric Co. He was selected to head the Hotpoint Division of General Electric in 1946.

Ferry joined Packard 42 years ago as a cost accountant and has risen steadily in the administrative end of the company. His recreated position of board chairman had been unfilled since the resignation of his predecessor, Alvan Macauley, in 1948.

## 100,000th FirePower Built

Production of the 100,000th Chrysler equipped with the 180-horsepower FirePower V-8 engine has been announced by Joseph A. O'Malley, general sales manager.

Trucks with two 1,000-gallon fuel tanks and a 100-gallon water tank, all made of Laminac polyester resin plastic with fiberglass mat as reinforcement, are being used by Arabian American Oil Co. to carry fuel and water across Saudi Arabian deserts. Replacement costs of the steel tanks formerly used have been high because a sand storm rips off the paint, night dampness starts corrosion, the next sandstorm takes off the rust and the process begins again. Plastic tanks will help solve the problem. They are also said to be easy to repair when damaged.



Mr. Nance

## Field Force Promotions Announced by Pontiac

SEVERAL promotions in its field sales organization have been announced by Pontiac Motor Division.

W. L. Smith has been named assistant manager of the Dallas, Texas, zone; J. H. Harwood, assistant manager, Washington, D. C., zone, and G. W. Weatherbee, assistant manager, Charlotte, N. C., zone.

J. A. Newberry is now business management manager of the Atlanta, Ga., zone and G. E. Hentschell is business management manager of the Dallas, Texas, zone.

R. D. Campbell has been appointed parts and accessories manager of the Washington, D. C., zone.

## Greenville Group Sponsors Baseball for Teen-Agers

THE Greenville (N. C.) Automotive Dealers Association now is sponsoring Pony League Baseball, an organization for youngsters 13 and 14 years of age. The organization is assuming responsibility for cost of the league, which has as its purpose the moulding of American youth.

Officers of the association hold the same positions in the league: Ty Wagner, president; Frank Copeland, vice-president; Buck Johnson, secretary, and Badger Johnson, treasurer.

## Packard Names Collins At Kansas City Zone

DAVID E. Collins has been appointed assistant zone manager of the Kansas City zone of Packard Motor Car Co. He will be assistant to Harold E. Hoffman, zone manager.

The zone includes Missouri, Kansas, Nebraska, Arkansas, Oklahoma, Iowa, Colorado, Wyoming and northern New Mexico.

## Atlanta SAE Group Hears Air Line Engineer

ROBERT Stark, assistant chief engineer of Eastern Air Lines, addressed the May meeting of the Atlanta (Ga.) group of the Society of Automotive Engineers. His subject was "Engineering and Air Transportation."

Officers of the group include Charles Whitmer, chairman, and Jack Reid, secretary.

# Texas Gas Use Leaps Ahead As Nation Sets New Record

TEXAS, which ranks second in gasoline consumption, narrowed the lead of California in 1951 and increased its margin over other high-use states.

Gasoline use in Texas during the year was 3,514,073,000 gallons, compared with 4,390,157,000 gallons for California. In 1950, the figures were 3,854,591,000 for California and 2,953,511,000 for Texas.

Texas increased its lead over New York, the third in gasoline use, comparing 1951 gallonage with 1950 gallonage. The 1951 figure for New York was 2,787,670,000.

Four other states topped the two-billion mark: Illinois, Michigan, Ohio and Pennsylvania.

Domestic demand for gasoline in 1951 rose more than eight per cent for the second consecutive year, according to the American Petroleum Institute, which tabulated the gasoline-use figures.

It reached an all-time high of 43,888,727,000 gallons, more than three-billion gallons above the 1950 total. The increase was 8.05 per cent.

Record consumption of motor fuel coincided with a sharp rise in automobile registrations. These

jumped 6.3 per cent in 1951 to a total of 42,846,000, it was estimated. Truck and bus registrations rose 5.9 per cent.

Peak gasoline consumption came in August, while October and July ranked second and third.

Gasoline production in the United States passed the billion-barrel point for the second consecutive year in 1951. It totaled 1,139,511,000 barrels or 47,859,462,000 gallons and accounted for 42 per cent of all petroleum products refined last year.

Statistics on gasoline consumption are based, in general, on returns made in accordance with gasoline tax or inspection laws in each state. They included all gasoline, whether sold for taxable or tax-exempt use.

Figures for the South and Southwest are:

State	Gallons (000)
Alabama	645,238
Arkansas	425,010
Delaware	108,801
D. C.	206,276
Florida	964,118
Georgia	853,682
Kansas	786,355

(Continued on page 142)

M. Brack Wilson, Ford dealer of Smithfield, N. C., played the part of a discount-hunting farmer (wearing hat) in the play, "A Day in the Life of a Dealer," presented at the recent convention of the North Carolina Automobile Dealers Association. Charles G. Conn, Jr., (right) Pontiac dealer of Raleigh, was cast in the role of the dealership's sales manager. Paul Hoover and Mrs. Walton Dennis, both of the Raleigh Little Theater Group, enacted the dealer and his secretary. The play highlighted everyday problems of an automobile dealer.





# Southern JOBBERS AND FACTORY MEN



## Shop Is Humming with "Heavy" Jobs

By C. Thomas

**M**OUNTJOY Co. is one of the oldest automotive jobbers in San Antonio, Texas. The firm has always featured equipment and gone out after heavy industrial machine-shop work.

"Building up shop volume has been a slow process," said Mel Mountjoy. "Twenty years ago Dad began courting the heavy industrial business."

In spite of the fact that fully 80 per cent of their machine-shop vol-

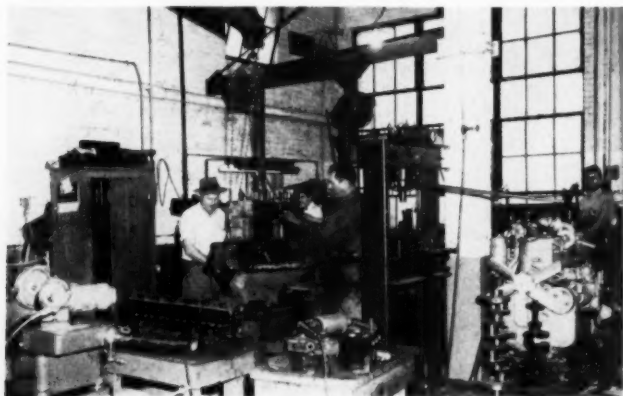
ume now comes from heavy industrial accounts, the firm has not neglected the needs of its smaller accounts, and has no intention of doing so.

Industrial work is profitable. It fits right in with the lighter jobs, though there is a difference in the approach to procure this type of business.

"The automotive repair business is highly competitive on price," Mountjoy said. "As jobbers, we feel



The cranes and other equipment are designed to handle the heavy industrial jobs, as this photograph of one section of the shop shows.



that we are obligated to maintain a machine shop for the convenience of our parts customers. We do for them what they could not afford to do for themselves.

"Were we to depend solely on this type business, we would be forced to make our profit from the machine shop indirectly—mainly from the extra sales of parts. This would make for a precarious operation."

Of course the firm has no desire to make its customers feel obligated by offering a machine-shop service.

The heavy industrial business—aside from its dollar volume—permits Mountjoy Co. to maintain a complete, modern shop that benefits owners of service shops. The shop owner is assured of better workmanship, for the heavy industrial volume permits the firm to hire better workmen and to maintain a full staff the year around. It would not be good business to hire enough personnel to take care of the peak volume and have to absorb the en-



When something goes wrong with an industrial engine, the owner's main concern is getting it back on the job quickly—not the cost.

suings standby time that would be involved. And—due to the price structure—the firm could not raise its prices to offset the losses incurred by being set up to render prompt service the year around.

The heavy industrial volume has multiple purposes.

"All our machine-shop equipment," commented Mountjoy, "was bought to take care of the heavy work. The lighter work can be turned out on this equipment just as fast and with as much ease as it could be done with lighter equipment. The extra cost of the heavier shop equipment is negligible. You do not have to have two set-ups to handle the two types of work."

The jobber who sets up a machine shop devoted exclusively to the service-shop type of work will know that his volume will depend a great deal on price.

"Soliciting the heavy industrial accounts differs a great deal," said Mountjoy. "Here price is the last factor to be considered. The industrial user is not farming out jobs from which he wants to make a profit.

"When his engines are out of order, his main concern is to get them back on the job, producing money for him. His concern is to get the engine operating with the least possible delay, repaired so that it will be dependable.

"Credit is one of the least worries in dealing with industrial accounts. Fact is, very few accounts ever fall into the delinquent classification. Getting your money when it is ex-

pected is another distinct advantage."

It is not unusual for Mountjoy Co. to do a thousand dollars a day in clutches alone. They do not attempt to rebuild these heavy units, which are sent back to the factory.

"We do all other work right here," said Mountjoy.

In addition to labor, the industrial jobs involve a considerable volume of parts. Of course, the majority of heavy industrial accounts are entitled to a discount. Operators of heavy fleet equipment also receive their conventional discount.

Contact men keep in close touch with their accounts. They are called contact men—not salesmen—since

actually there is no selling involved. There is a job of keeping customers happy. Emergency jobs must be given priority. And jobs must be completed and delivered when promised.

"As far as the garageman is concerned, the machine shop does not play the part in his operation it did a few years ago," Mountjoy said. "The installation of factory rebuilt engines did away with a lot of local machine-shop work. The machine shop, in order to pay its own way and show a net profit, had to replace this lost business.

"We found that building up our heavy industrial volume put us in the position where the service-shop business merely augmented our regular business. This permits us to maintain a machine shop for the repair-shop business, at a price the operator can afford to pay."

## AC Appoints McGarvey For Equipment Sales

KARL K. McGarvey has been appointed manager of equipment sales for AC Spark Plug Division of General Motors Corp., a new position for the division.

McGarvey has been with the firm 27 years and has spent 24 years of that time in sales work. He formerly was Detroit regional equipment sales manager.

Hubert Sloan, former territory salesman for Smyth Auto Supply Co., Inc., Amarillo, Texas, is now parts manager for Eusie Turner, Inc., Borger, Texas.

The heavy-duty jobs boost parts sales, as well as balancing shop operations, these men have discovered. They are (l. to r.): Shop Foreman Bill Stoltz, Store Manager Bill Nabb and Mel Mountjoy.



**ALABAMA AUTO PARTS COMPANY  
EMPLOYEES' PROFIT-SHARING RETIREMENT TRUST**

**EFFECTIVE DATE:** January 1, 1951.

**ELIGIBLE EMPLOYEES:** On January 1, 1951, all employees who have been with the company since July 1, 1950, who are regularly employed in rendering personal service to the company, and receiving compensation as salary, hourly wages or commissions.

After January 1, 1951, all employees who have been with the company for a period of 6 months or more, who are regularly employed in rendering personal service to the company, and receiving compensation as salary, hourly wages or commissions.

**HOW TO BECOME A MEMBER OF THE PLAN:** Every eligible employee may sign a "Request for Participation" and become a member.

**RETIREMENT AGE:** Age 65, or the date of member's severance from employment if that date be later.

**CONTRIBUTIONS:** All contributions will be made by the company.

**SCHEDULE OF PAST & FUTURE SERVICE UNITS:**

- (1) **For past service**—Two units for each full year of continuous service.
- (2) **For future service**—Three units for each \$100 of total actual compensation paid.

**TOTAL & PERMANENT DISABILITY:** If a member becomes totally and permanently disabled from any cause so that he is unable to carry on his duties before reaching normal retirement age, he will be entitled to be paid all the money held in the plan for his benefit, according to the methods set forth in the plan.

**EARLIER RETIREMENT:** Any member who has been in the continuous service of the company for ten years or more and who desires to retire at any time within ten years prior to normal retirement age may do so with the consent of the company. Payment will be made according to the methods set forth in the plan.

**TERMINATION OF EMPLOYMENT:** If a member resigns or is dismissed from employment, he will be entitled to payment according to the methods set forth in the plan, under the following conditions:

Years of Service	Payment
1-5	<del>None</del>
5-10	<b>NOT ALLOWED</b>
10 or more	100% of his account

**HOW MONEY IS PROVIDED FOR OPERATION OF THE TRUST:**

The company agrees to deposit each year into the trust 10% of its net income before federal and state taxes, but not exceeding 15% of the total annual payroll of the members, which is the maximum allowed by law.

**DEATH BENEFITS:** In the event of a member's death, his units will be paid to his designated beneficiary or beneficiaries within 6 months after such event, according to the methods set forth in the plan.

**METHODS OF PAYMENT FROM TRUST:** The method of payment will be at the sole discretion of the trustees in one of three ways:

- (1) **Lump sum**—**NOT ALLOWED**
- (2) **Equal monthly installments over a 10 year period.**
- (3) **The trustees may purchase a retirement income annuity from a life insurance company for the member or his beneficiary.** **NOT ALLOWED BY LAW**

**FUTURE OF THE PLAN:** The company hopes and expects to continue this plan indefinitely and every effort has been made to meet future conditions insofar as they may be foreseen. In order to afford protection against unforeseen conditions, however, the right to change, suspend temporarily, or discontinue the plan is reserved by the company.

No change or discontinuance of the plan can, however, affect the amount already accumulated in a member's account.

It should also be noted here that the plan does not guarantee any member any specific sum of money at any future date. Due to the fluctuation of our profits, the contributions will be more in some years and less in others. However, the trustees intend to invest the money to build as large a fund as is prudently possible for all participants.

**HOW MEMBERS CAN CONTRIBUTE TO THE PLAN:** Members can contribute to the plan by helping to increase profits of the company. A few of the methods of increasing profits are as follows:

- (1) Hold down unnecessary expenses.
- (2) Help increase volume of sales.
- (3) Push the sales of the more profitable lines.
- (4) Work harder, thus becoming more productive.
- (5) Help build the good name of Alabama Auto Parts.

**TO OUR EMPLOYEES:**

It is a sincere pleasure to be able to announce to you that the shareholders of Alabama Auto Parts Co., Inc., have authorized a Profit-Sharing Retirement Plan for those employees who are eligible.

The plan is effective as of January 1, 1951, and is made up out of profits for the year ending December 31, 1951, and each year thereafter.

This plan is designed to place 10% of the company's net earnings before taxes, but not exceeding 15% of the total annual payroll of the eligible employees, into a trust fund. The trust fund will be divided into units and each employee's units will be available to him upon retiring at age 65.

The plan is basically simple. It gives recognition to employees' past service as well as future service. The major details are described in the accompanying mimeographed summary of the plan.

This plan is offered to eligible employees in appreciation of their loyal and long service to the company. A copy of the trust is available for those who care to examine the plan in detail.

# Employee Profit Plan

**W**AGE stabilization authorities ruled out retirement at age 60, payment of lump sum or equal monthly installments over a five-year period, but otherwise this employees' profit-sharing retirement fund has begun functioning satisfactorily at Alabama Auto Parts Co., Inc., Birmingham.

Employees must have been there ten or more years to get any of this money upon termination of employment, WSB also ruled. The Internal Revenue authorities had authorized the above disallowances made by WSB.

Said Arnold J. Siegal, president: "Turnover of our help (37 employees) has dropped to only emergency departures since we inaugurated this program."

Vice-President Irvin F. Siegal said the plan was "good for a corporation but not so good for a partnership, as a partner can not participate in this fund."

**REQUEST FOR PARTICIPATION AND ACCEPTANCE OF BENEFITS  
IN ALABAMA AUTO PARTS COMPANY EMPLOYEES'  
PROFIT-SHARING RETIREMENT TRUST**

To the Trustees of the Alabama Auto Parts Company Employees' Profit-Sharing Retirement Trust

I hereby apply for participation in the Alabama Auto Parts Company Employees' Profit-Sharing Retirement Trust and hereby accept and assent to and agree to be bound by all of the provisions of the agreement creating said trust and of any amendments thereto.

I was born at \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_.  
The date upon which I was employed by the Alabama Auto Parts Company, and from which I have been in the continuous service of said company, as defined in said Trust Agreement, is \_\_\_\_\_, 19\_\_\_\_. If this statement of my birth date or of my first employment by the Alabama Auto Parts Company is incorrect, I agree that all of my interests under said trust shall be determined according to the correct date.  
I hereby designate the following individual as my beneficiary, to receive, in case of my death, any and all amounts to which I may be entitled under the above-described Profit-Sharing Trust:

Beneficiary \_\_\_\_\_  
Whose relationship is \_\_\_\_\_  
I acknowledge receipt of a copy of the plan under which the Alabama Auto Parts Company Employees' Profit-Sharing Trust has become operative.

WITNESS my hand and seal this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_ (I.S.)

(Signature of employee)  
Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_  
Irvin F. Siegal, Barney M. Williams,  
Sam Harrison, as Trustees under said Trust Agreement  
By \_\_\_\_\_ (Authorized Trustee)





The audience wasn't missing a word at the Saturday morning session of the Southeast Show Conference. Among the speakers were (left) Harry D. Smith of Barrett Equipment Co. and Russell E. Conley (right) of the R. M. Hollingshead Corp.

## **Southeast Show Conference Draws Crowd at Asheville**

"THE most successful conference we ever held. Everybody was well pleased."

That comment came from John A. Doyle when interviewed after the close of the 1952 Southeast Automotive Show Conference held at Asheville, N. C., May 16-17. Doyle, of Southern Bearings & Parts Co., Atlanta, is treasurer of the show and was the top-ranking officer available for comment at press time.

Registration of factory and jobber personnel approximated 450.

The two-day meeting opened

with a morning session at which these staff members discussed current topics and the various services offered by Motor and Equipment Wholesalers Association: B. W. "Whit" Ruark, general manager; Carl B. Dietrich, Howard Reed and Richard A. Melvin. President Harold E. Pirson of North Tonawanda, N. Y., and Past President James C. Parker of Mobile, Ala., also spoke.

At the afternoon session, featuring a program by National Standard Parts Association, the speakers included Executive Vice-

President J. L. "Jack" Wiggins, Senior Vice-President C. A. Klaus, Legal Counsel Harold T. Halfpenny and President Fred S. Roberts.

W. H. Rockafellow, president of The Parts Co., Columbia, S. C., presided over these two sessions. Show President George V. Gilbert of Charlotte, N. C., was convalescing in a hospital.

At the closing Saturday morning session, Russell E. Conley, advertising manager of R. M. Hollingshead Corp., discussed the "Get It from Your Jobber" and "Care Will Save Your Car" programs sponsored by the Automotive Advertisers Council. In his remarks he pointed out that "there is a distinct trend of other distribution in other (than automotive) fields," citing as an example a grocery chain which is trying out the selling of ten grocery items. He suggested that grocery stores and other retail outlets might try to distribute automotive parts one day.

Harry D. Smith, executive vice-president of Barrett Equipment Co. and chairman of the Equipment and Tool Institute, spoke on "Equipment Selling Today."

H. Lester Flowers of The Flowers Co., Hickory, N. C., and Nathan M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama, spoke on "Programs Which Local Wholesalers Associations May Find Advantageous to Develop." Roberts amended his subject to discuss "Public Relations Suitable for State Associations."

Webb Patten of Patten Sales Co., Miami, Fla., led off the spotlight on plans for the 1953 show

(Continued on page 145)

More than 2,000 people attended the formal opening of this modern home for Southern Bearings and Parts Co., Charlotte, N. C. The first floor is used for the Charlotte store, the appliance division, record division and distribution departments. The second floor has

private and general offices and a cafeteria. The firm has seven branch stores. C. L. Beeson is president, R. L. Beeson is vice-president, S. L. McKnight is secretary-treasurer and O. H. Hamby is vice-president in charge of the automotive division of Southern Bearings.



# SERVICE AND MAINTENANCE

## Analyzing Electrical Relays

**M**OST of us remember when the only relay used on automotive vehicles was contained in the "little black box" mounted on the generator, which was known as a "circuit breaker" or cutout relay.

Since that time, their use and adaption have steadily increased until we now have them in numerous circuits as horn relays, lighting circuit relays, window regulator relays and transmission relays, their purpose being to close and open an electrical circuit. Basically, a relay is an electromagnet which closes a set of contact points servicing a switch.

When two or more loops of wire are wound around a common core and current is passed through the loops, the magnetic field of each turn is affected by the fields of the adjacent turns. The field directly between adjacent turns of wire is neutralized, but the external and internal lines of force join to make a continuous loop from north to south. These loops surround all the turns of the coil. The internal lines are concentrated within the area of the core which becomes strongly magnetic, having a north and south pole the same as a permanent magnet.

A simple rule is used to determine the polarity of an electromagnet, namely, the right-hand rule (Fig. 1). Grasp the magnet

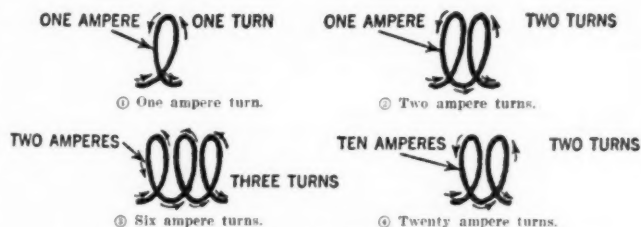
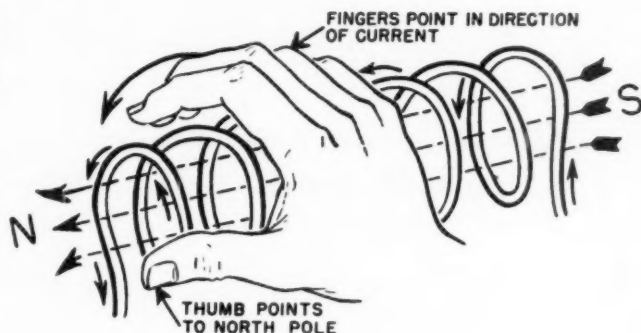


Fig. 1 (at top)—The right-hand rule. It's used to determine the polarity of an electromagnet.

Fig. 2 (bottom drawing)—Ampere turns. The magnetizing force of a coil depends upon amperes and number of turns in the coil.

with the right hand so that the fingers extend in the direction of

current flow. The thumb will then point toward the north pole of the magnet.

The magnetic field of force is increased by each turn of wire, hence the more turns of wire, the stronger the magnetic field will be. Also the strength of the magnetic field in each turn depends upon the amount of current flowing through the coil. Thus the total magnetic effect of the coil is proportional to

### July: Let's Service Valves

*The proper grinding and resetting of valves, as well as the importance of correct valve-spring tension, will be discussed by Technical Editor Lowery in the July issue.*

the current through it and the number of turns. Therefore, a common method of expressing magnetic effect is to multiply the current by the number of turns in the coil, producing a product called "ampere turns" (Fig. 2).

### The Cutout Relay

The cutout relay (Fig. 3) has two contacts—one which is mounted on a stationary bracket and the other on a magnetically-attracted armature. The armature is hinged at one end and a spring is arranged to keep the contacts separated when the unit is at rest.

Usually the movable contact is mounted on the armature through a spring arm in order to give a more positive opening and to provide for a slight wiping action each time the contacts open and close. This wiping action helps to give a good contact and reduce resistance in the connection.

On some heavy-duty cutout relays, two or more sets of contacts are used. These multiple sets are connected in parallel and are mounted in the same manner so that they operate simultaneously. This increases the contact area and reduces the voltage loss on high current relays. An electromagnet is used to offset the spring tension and pull in the armature to close the contacts. This particular electromagnet has two windings, one of which consists of many turns of fine wire (called the "shunt coil") and is connected from the generator circuit to ground so that its current depends upon the generator voltage. The other winding (the "series coil") has comparatively few turns of heavy wire and is connected so that all of the



By E. M. Lowery  
Technical Editor

generator current output flows through it.

These two coils are wound in the same direction so that when the generator is charging the battery, the magnetism of the two coils combines to increase the pull on the armature. When the battery discharges through the slowed or stopped generator, the current in "series coil" is reversed and the magnetism of the "series coil" opposes the magnetism of the "shunt coil." This rapidly reduces the magnetic pull on the armature and the spring separates the contacts.

The sequence of operation of the cutout relay is:

When the generator is not operating, the spring holds the contacts open. When the generator is started, the voltage builds up at the armature terminal and in the "shunt coil," and as soon as the voltage reaches the value for which

the cutout relay is calibrated, there is sufficient magnetism created by the "shunt coil" to pull down the armature. This closes the contacts, which automatically completes the circuit between the generator and the battery. With the contacts thus closed, current flows from the generator through the "series coil" and the cutout relay contacts to the battery.

Since the current is flowing from the generator to the battery, the magnetism of the "series coil" increases the total magnetism and holds the contacts firmly closed. When the engine is slowed or stopped, the generator voltage falls, and when it drops below the battery voltage, current flows from the battery back through the contacts, series coil and generator. The reverse current in the series coil causes its magnetism to reverse and oppose the magnetism still produced by the shunt coil. This reduces the total magnetism to a point where the spring opens the contacts, disconnecting the generator from the battery.

The same sequence of events take place whether the unit is mounted alone or is combined with a voltage or current regulator.

In servicing this unit, remove the cover and inspect for evidence of high temperature, paying special attention to the insulation and windings. Inspect the contacts. If dirty, burned or pitted, file with a fine American-Swiss cut equaling file. File lengthwise and parallel to the armature until the contacts present a smooth flat surface toward each other. It is unnecessary to remove every trace of pitting.

(Continued on page 88)

Fig. 3—Schematic diagram of cutout relay.

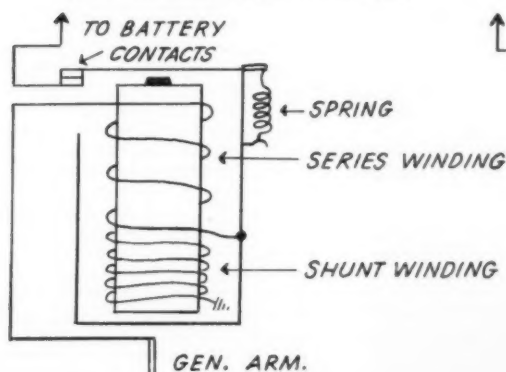
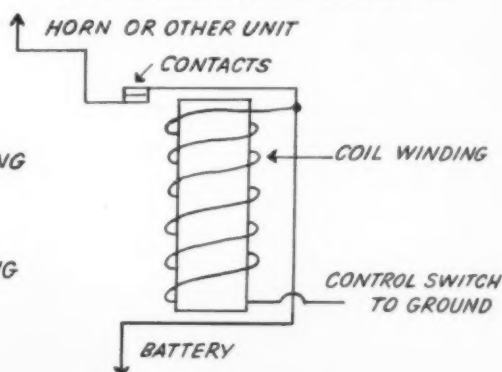


Fig. 4—Schematic diagram of single-coil relay.



**When Overhauling  
Engines Be Sure  
Not to Overlook**

# CAM SHAFT BEARINGS

**C**AM bearings are too infrequently replaced, even though they probably cause a majority of the premature breakdowns among overhauled or rebuilt engines.

Failure to replace can be attributed to:

a. The troubles caused by old cam bearings are not well known.

b. Being subject to less wear than main and rod bearings, since the camshaft runs at only half the speed of the crankshaft, there is a belief that cam bearings should and do last forever.

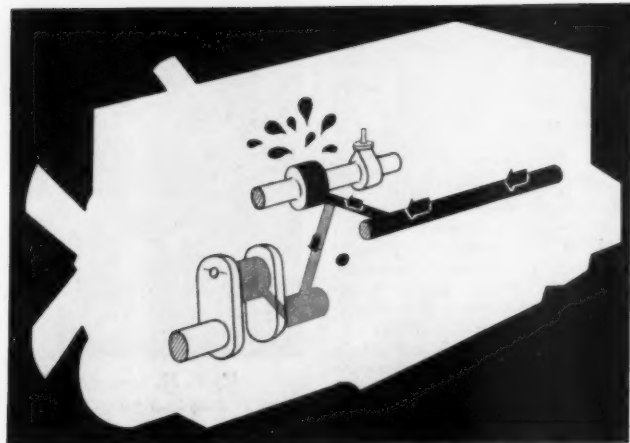
c. The engine must be stripped down completely before replacing cam bearings, a task that is sometimes avoided.

Cam bearings should be replaced automatically every time an engine is overhauled or rebuilt.

a. When the cam bearing is worn, oil is squeezed onto the crankshaft and rods, and then splashes onto the cylinder walls. The quantity of oil is often too great for even the finest of rings to control. As much as a quart of oil may be lost every 100 miles.

b. When oil is lost at the cam bearing, the main and rod bearings receive insufficient lubrication and literally starve to death.

*Technical data and illustrations courtesy of Dura-Bond Engine Parts Co., Palo Alto, Calif.*



When oil leakage occurs at the worn cam bearing, the main and rod bearings receive insufficient lubrication and literally starve to death in a short period of time.

c. Valve operation and ignition timing will often become erratic, resulting in a decrease of the engine's power and performance.

Cam bearings are subject to more wear than is often realized:

a. In most engines, cam bearings receive oil directly from the pump before acids, dirt and foreign substances have been removed by the filters. Dirty oil results in a gradual pitting and wearing away of the bearing surface.

b. Even when the cam bearings look okay, as they often do when the engine is opened up, don't forget they have been in service as long as the mains and rods. Like any other engine part, they eventually reach a point, sometimes called the fatigue line, beyond which their performance will start to slip. When an engine is old enough to be overhauled, you can bet your life the cam bearings are no longer spry chickens; they may have several thousand miles left in them, or they may start to break down within a few hundred miles.

One thing is certain: wear is going to set in long before the mains and rods, and all the other replaced parts, have given maximum service. Worn cam bearings can easily cause the premature breakdown of the new parts.

c. The caustic solutions used for engine cleaning are ruinous to the bearing surface. Cam bearings must be replaced when a caustic solution is used.

Replacement is simple once the

engine is stripped down:

a. First check the camshaft for wear. If worn, it should either be replaced, or reground, depending upon the extent of wear. If reground, undersize cam bearings can be used.

b. Remove old cam bearings with a screwjack or driver-and-plug.

c. Check the bores in the block for nicks or sharp edges.

d. Clean the bores thoroughly to remove oil, dirt, etc., and blow out the oil holes.

e. Apply a light coat of oil or white lead to the new cam bearing, to facilitate insertion into block.

f. The bearing can be inserted with either a screwjack or with a driver-and-plug. Replacement principles are similar in either case. The driver-and-plug method is described below:

1. Place the cam bearing on the sleeve of the driving plug, being sure a plug of the correct size is being used. The plug is important, since it prevents chipping or burring of the bearing's edge, and since it also prevents the bearing from entering the block at anything but a "square" angle (if the bearing is not square with the bore in the crankcase, it will become distorted and its inside diameter will be decreased as soon as pressure is applied).

2. Start the bearing, now resting on the sleeve of the driving plug, into the block by hand pressure. Oil holes must be in proper alignment at this point, since the

**These photos show cam-bearing installation**

**1st step:** Lightly-oiled bearing is placed on the sleeve of a driving plug. A plug of the correct size is essential to proper installation, since the plug prevents chipping or burring of the bearing's edge, and since it also prevents the bearing from entering the block at anything but a "square" angle.

bearing cannot be turned once it's installed.

3. The driver is now placed against the plug, and the bearing is driven easily into place by lightly hammering on the end of the driver. When properly installed, the bearing's edge will be flush with the face of the block.

4. With the bearing now in place, insert the camshaft and check clearance to be sure the lifter does not strike the edge of the bearing.

5. Clearance between shaft and

**2nd step:** Cam bearing, now resting on the sleeve of the driving plug, is started into the block by hand. Oil holes must be in proper alignment at this time, since the bearing cannot be turned once it is installed.

bearing surface should be:

Maximum — .004"

Minimum — .0015"

Three general types of cam bearings are available: the split, the interlock and the all-round. Both split and interlock are manufactured from flat steel sheets that, after machining and babbiting, are formed into a circle. The all-round, manufactured from steel tubing and with babbit applied by centrifugal action, is a full circle of metal.

The basic inaccuracy of the split and interlock types (sheet steel can never be formed into a true circle) is of no particular consequence if a semi-finished bearing is used and is finish-bored after installation.

**3rd step:** The driver is now placed against the plug and the bearing is driven easily into place by lightly hammering the end of the driver. When properly installed, the bearing's edge will be flush with the face of the block.





# BODY-SHOP OPERATIONS



## Testing—Then Sealing 'Em

**B**ODY sealing of both old and new cars is a constant problem to dealers and servicemen. Effective sealing of an automobile body in the manufacturing process is quite a feat of skill and engineering, especially when one considers all the parts of a car where sealing of some kind is used.

Despite the fact that present-day

By **E. M. Lowery**  
Technical Editor

cars have so much window space, large door openings, a trunk compartment, a cowl vent, various openings in the cowl for the heater and the electrical wiring, and holes in the floorboard for foot pedals,

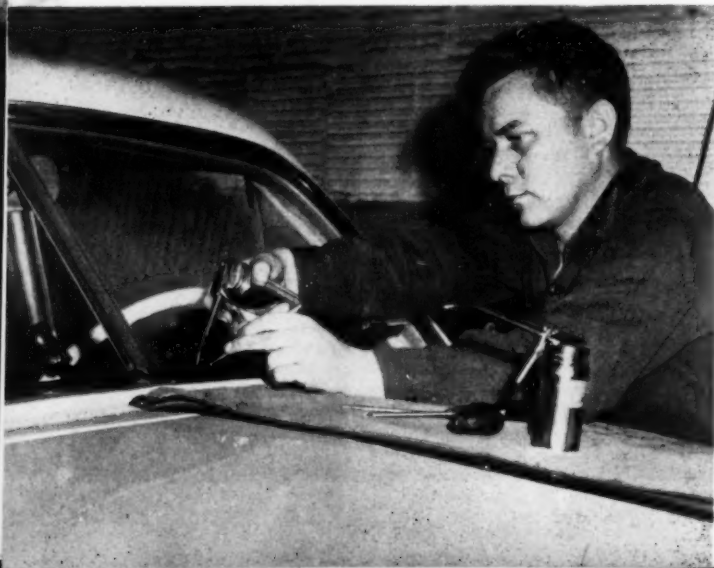
the manufacturers endeavor to make their product both dustproof and waterproof.

In sealing a body against both dust and water, it is sometimes necessary to reach a compromise. Throughout the body there must be various drain slots which serve to allow water to drain off—yet the same slots, such as those located at the bottom of the doors, may allow dust to enter the car. However, the greatest problem seems to be water leaks.

In new cars the leakage can be traced to allowable tolerances of parts and body sections. While these tolerances might not vary more than one or two thousandths of an inch, they are sufficient to cause leaks. Leakage in old cars is due to the loosening of various bolts and welds that widen gaps and let water seep in.

The best time to check a new car for leaks is in the make-ready period. Doing the job at this stage assures a satisfied owner. A water-leak complaint does not mean that the entire body area should be checked. On the contrary, sealing may be only necessary at a few

Windshield leaks are one of the most common. Yet they're the most easily corrected, using a liquid sealer applied as illustrated.



*Illustration at top of page courtesy of Rubber Seal Products Co., Inc., Dayton, Ohio.*



Vent-wing sealing may require the use of a liquid and a heavy putty-like sealer.

critical places on the motor vehicle.

#### *Method of Water Testing*

Water testing should be done by sections and not on the entire car. By working on small areas of the car first, it is possible to locate the point which requires sealing.

A gallon of water, a rubber bulb and some whiting is all the equipment necessary to make most tests.

Pour the whiting into the water and mix. Then squirt the solution into the various spots where leaks are indicated. The whiting in the water will leave a perfect trail to the spot where the leak occurs. In some instances it is a good idea to use two men to check the body—one inside to watch for leaks, one outside to apply the solution.

As soon as a leak is discovered, that particular spot should be corrected and retested before proceeding further. In instances where it is necessary to remove a moulding it is safer to seal the entire area rather than just the immediate spot.

#### *Rear Deck Lids*

A man inside the trunk compartment with a flashlight can signal to the man on the outside as soon as a leak is located.

Water should be applied first along the lower portion of the deck lid, then along each side, and finally along the top. Especially critical areas are the upper corners of the trough and all the weld seams.

#### *Rear Belt Moulding*

Should be checked at the rear, then at the sides.

#### *Rear Windows*

Should be tested at the bottom first, then at the lower corners, which are the more critical points. More often there is need for sealing between the rubber moulding and the roof panel than between

the moulding and the glass.

#### *Doors*

Testing can best be made by removing seat cushions. Then, with one man inside the car, spray water along the lower part of the door and work up.

#### *Drip Rail*

A leak here may show up in various places inside the car. Start at the ends and work toward the center to the "B" post.

#### *Vent Wings*

Should be tested and corrected one at a time.

#### *Cowl Ventilator Lid*

A common source of leaks. Usually an adjustment of the lid is the only correction required.

#### *Windshields*

Start at the bottom and test all around.

#### *Windshield-Wiper Pivots*

They are also a source of leaks and may be mistaken for windshield leaks.

#### *Sealing Compounds*

There are many types of commercial compounds on the market that can be effectively used to seal any part of the body.

Sealers used on the exterior of the body should be of a type that can be painted. Sealers used inside

**All water leaks do not necessarily occur on the upper section of the body. Water strikes the floor pan with considerable force and will enter any small opening.**



the body or under the hood to fill openings where appearance is not a factor, can be caulking compound, Dum-Dum or any of the various undercoating materials available.

In addition to those materials supplied by the car manufacturers, a complete kit for weather-proofing automobiles is offered by several manufacturers.

Clean the area to be cemented or sealed, using unleaded gasoline. Do not use kerosene or mineral spirits as they will leave a thin film of oil which will prevent adequate adhesion. In all cases where sealing compounds are used, it is recommended that the manufacturers' instructions be followed.

#### *Method of Sealing*

##### **1.—Rear belt mouldings:**

This moulding may be held in place by bolts or clips. Where bolts are used, the leak may be stopped by carefully tightening the bolts. If not, apply a heavy air-dry sealer that can be painted over and that will not dry hard around clips and bolts.

##### **2.—Rear windows:**

Leakage at this area is often corrected by tightening the garnish moulding screws. If sealing is required, the sealer should be applied both between the rubber moulding and the sheet metal; also between the rubber moulding and the glass.

##### **3.—Doors:**

Whenever door leaks occur it is a good policy to check the entire length of the weatherstrip for proper installation.

In some instances where door does not have proper contact, adjustment of the door hinges or striker plate to bring door in will correct this.

Any cavities between door and weatherstrip should be filled in with suitable sealer.

##### **4.—Door vent wings:**

Vent leaks at front or rear doors show up around the garnish moulding and upholstery. Most vent wings have adjustable pivots which allow correct alignment. Be sure the drain holes are open.

Should the leak occur between the vent wing rubber moulding, seal between moulding and door.

##### **5.—Cowl area:**

Leakage coming from the cowl area accumulates at the floor pad under the dash. The cowl area has quite a few openings for the entry of wires, heater connections and footpedals. Check and replace any missing rubber grommets.

Seal any openings with Dum-Dum or similar sealer.



**Leaks around the body belt moulding may show up in several compartments of the body.**

##### **6.—Cowl ventilator:**

Leakage at this point is perhaps the most noticeable and annoying of all leaks since water may drop on the driver's foot. The cowl ventilator lid should be made to fit evenly on the rubber seal by adjustment of the hinge screws. The drain in the unit must be open. In some cases it may be necessary to reseal or replace the weatherstrip.

##### **7.—Windshield-wiper pivots:**

In many cases leaks at this point may be stopped by merely tightening the windshield-wiper pivot nut. In other instances it may be necessary to remove the pivot and apply rubber cement to both sides of the gasket. Also gasket or thread sealer should be applied to the threads of the pivot screw.

##### **8.—Windshield and center strip:**

Leaks in this area can quite often be corrected by tightening the garnish moulding screws. Should leaks still exist, remove the center post garnish moulding and loosen the screws of the windshield garnish moulding from inside the car to relieve pressure on glass.

Remove any outside chrome moulding. Seal between the rubber moulding and the sheet metal; also between the rubber moulding and the glass.

##### **9.—"A" post weld at cowl:**

Leakage at this point results in an accumulation of water around the hinge sides at the front door and front floor mat. Pin holes in the weld may cause leaks at this

point. Soldering is the best remedy (liquid solder).

##### **10.—"B" post weld:**

Weld blow holes may be found at this point also. Correct same as "A" post.

##### **11.—Floor pan to sill joints:**

Wheels splashing water from one-half inch depth on the highway will have more force than water from a hose or from the driving rain. This force will propel water right into the car if there are any openings in this area. This area is most effectively sealed by undercoating.

This same method should be used in the luggage compartment floor pan to prevent water and dust leaks.

##### **12.—Drip moulding:**

The entire length of the drip moulding should be sealed, using a sealer that can be painted over.

Seal only the seam between the roof panel and the moulding portion of the roof rail. Do not over pack the drip moulding.

##### **13.—Rear fender mounting bolts (when used):**

Road splash sometimes forces water through the mounting holes of the fender.

Loosen the attaching bolts and apply heavy sealer around area of the bolts. Bolts should be well tightened.

##### **14.—Body hardware and accessories:**

Water may leak around any small openings or defective grommets.

We cannot simulate all operating conditions, but we can stop water leaks by thoroughly checking and applying approved corrective measures.

## Installing Door Glass Stop On Studebaker Cars

A RECENT service bulletin from The Studebaker Corp. stated:

To provide a positive stop when raising the door glass of 1952 Champion and Commander convertible and Starliner models a bracket is being incorporated in production effective with body Nos. 12G Champion Starliner 2327 and Convertible 207; 3H Commander Starliner 5187 and Convertible 295.

When it is desirable to install such a stop on cars previously built, refer to the line drawing below

at each step and proceed as follows:

1. Remove door window glass assembly from door and drill a 5/16" hole in the door window bracket at the location shown in the drawing.

2. Drill two 1/2" diameter holes in door inner panel at the locations shown in the drawing.

3. Replace door glass assembly in door. Install 386-05G lock washer on the bolt and in the hole drilled in the door window bracket. Then install 384-05G lock washer and 255-05G nut on the bolt.

4. Lower window so that nut and bolt just installed in window bracket are below location of stop bracket and install the stop bracket in the door panel.

The following parts are required:

Part No.	Part Name	No. Required Per Window
295779-G	Stop Bracket	1
55- # 12-8U	Screw	1
388- # 12U	Lock Washer	2
1-056G	Bolt	1
384-05G	Lock Washer	1
255-05G	Nut	1
386-05G	Lock Washer	1

## Chevrolet's Front Door Check Link Support

SOME cases of noisy and hard-operating front door check link supports have been reported from the field, a recent issue of *Chevrolet Service News* stated. Said the article further:

When this condition is encountered it can be corrected by injecting No. 10 motor oil into the roller of the check link support. This may be accomplished by applying a few drops of oil at the top of the roller pin and operating the door several times after the application of oil.



Fig. 1

*Caution: To eliminate the possibility of oil reaching the sill plate, rocker panel or adjacent trim parts, use only a few drops of oil at a time and wipe off any excess which may run down the outside of the roller.*

If the front door check link is broken in use, the body front hinge pillar reinforcement should be re-worked before a new check link is installed, by caulking the corners of the reinforcement so that the check link cannot contact and hang up on the corners. This may be accomplished as follows:

1. Remove the cowl side kick panel.

2. Remove the broken check link.

3. With a small caulking tool, caulk the inner corners of the body hinge pillar reinforcement away from the check link (Fig. 1). This is necessary to prevent the check link strap from contacting the reinforcement at either the upper or lower side when the door is opened or closed.

4. Install a new check link and install the cowl side kick panel.

## Several Design Changes Announced by Willvs

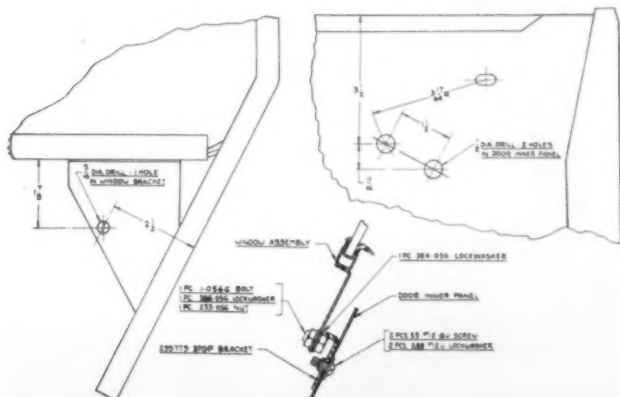
**D**ETAILED of several changes in current models were reported recently by the service department of Willys-Overland Motors, Inc., including some of interest to body shops.

### Steering-Aero Ace and Wing—

To improve recovery of the front wheels on turns, the front suspension caster has been changed from 0° to 1°. Check the lubricator fittings to be sure they are not binding on the threads of the support arm trunnions. Shorter threaded fittings are now used in production.

To provide a better look of the brake shoe adjusting eccentric,

(Continued on page 92)



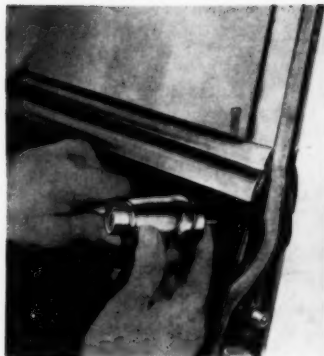


Fig. 1

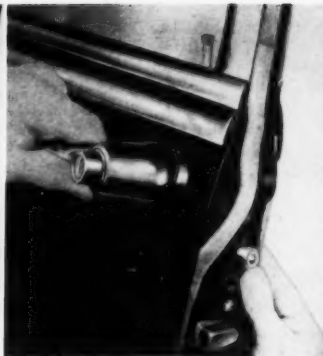


Fig. 2



Fig. 3

# Chevrolet Door Handle Push Button Shaft

IMPROVEMENTS have been made in the 1952 Chevrolet production door lock to decrease door handle push-button effort. This design change in the door lock makes necessary a certain amount of "free travel" of the door handle push-button before the push-button shaft contacts the lock mechanism.

In the event a door lock is encountered that fails to operate properly, due to the length of the push-button shaft, the correct shaft length may be obtained by the following procedure. This door handle procedure can also be applied to all past model lift bolt assemblies.

## Repair Procedure

1. After the shaft and cylinder assembly are installed to the door handle, insert the handle in the door (Fig. 1), carefully guiding the shaft into the lock.

2. As a check to make sure that the shaft is engaged in the lock properly, raise the lift bolt by hand (Fig. 2). Hold the handle rigidly

and depress the push-button. If the bolt snaps down, the shaft is in the correct position.

3. While holding the handle in place so that the shaft just makes contact with the lock trip lever, measure distance between door outer panel and lock handle (Fig. 3).

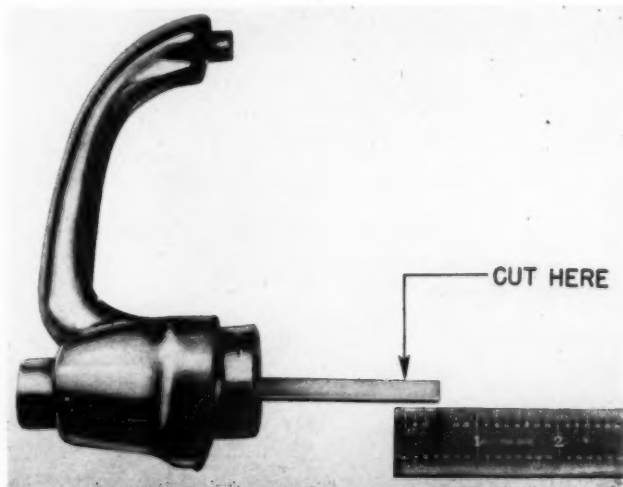
*Note: When making this measurement, be sure that the handle is held in the same relative position as when it is installed to the door.*

4. Remove the handle from the door and cut off the end of the shaft the distance measured in step 3 plus  $1/32"$  (Fig. 4). The additional  $1/32"$  is cut off the shaft to permit "free travel" of the push-button before contacting with the lock mechanism.

5. After cutting, remove all burrs from the shaft.

6. Install the handle to the door and thoroughly check the operation in the locked and unlocked position, using both the key and the inside locking knob.

Fig. 4



Illustrations and technical data courtesy of Chevrolet Division, General Motors Corp.



# STUDEBAKER DEALERS HAVE THE GAS MILEAGE STARS OF THE 1952 CARS!

*Among 23 cars entered in standard classifications  
in the 1952 Mobilgas Economy Run...*

## Studebaker

CHAMPION...COMMANDER V-8

# finished 1<sup>st</sup> and 2<sup>nd</sup> in actual miles per gallon

**CHAMPION**

**27.82**

ACTUAL MILES PER GALLON  
Beat all sixes and eights  
in the contest in actual  
mileage per gallon



**COMMANDER V-8**

**25.59**

ACTUAL MILES PER GALLON  
Beat all other eights entered  
in actual gas mileage

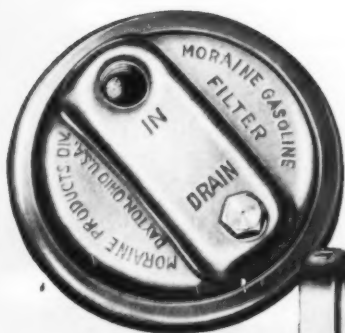
LIKE MOST OF THE CONTENDING CARS, THE STUDEBAKERS  
USED OVERDRIVE, OPTIONAL AT EXTRA COST



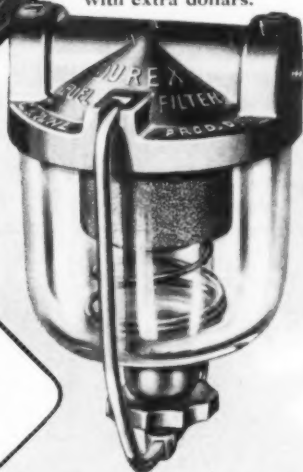
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PRODUCTS**

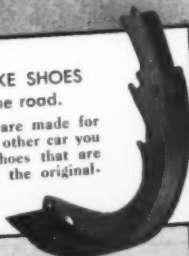
DIVISION OF  
**GENERAL MOTORS**  
DAYTON, OHIO



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Available Everywhere Through  
**UNITED MOTORS DISTRIBUTORS**

There are DELCO LINED BRAKE SHOES  
for every SECOND car on the road.

Sets of Delco Lined Brake Shoes are made for  
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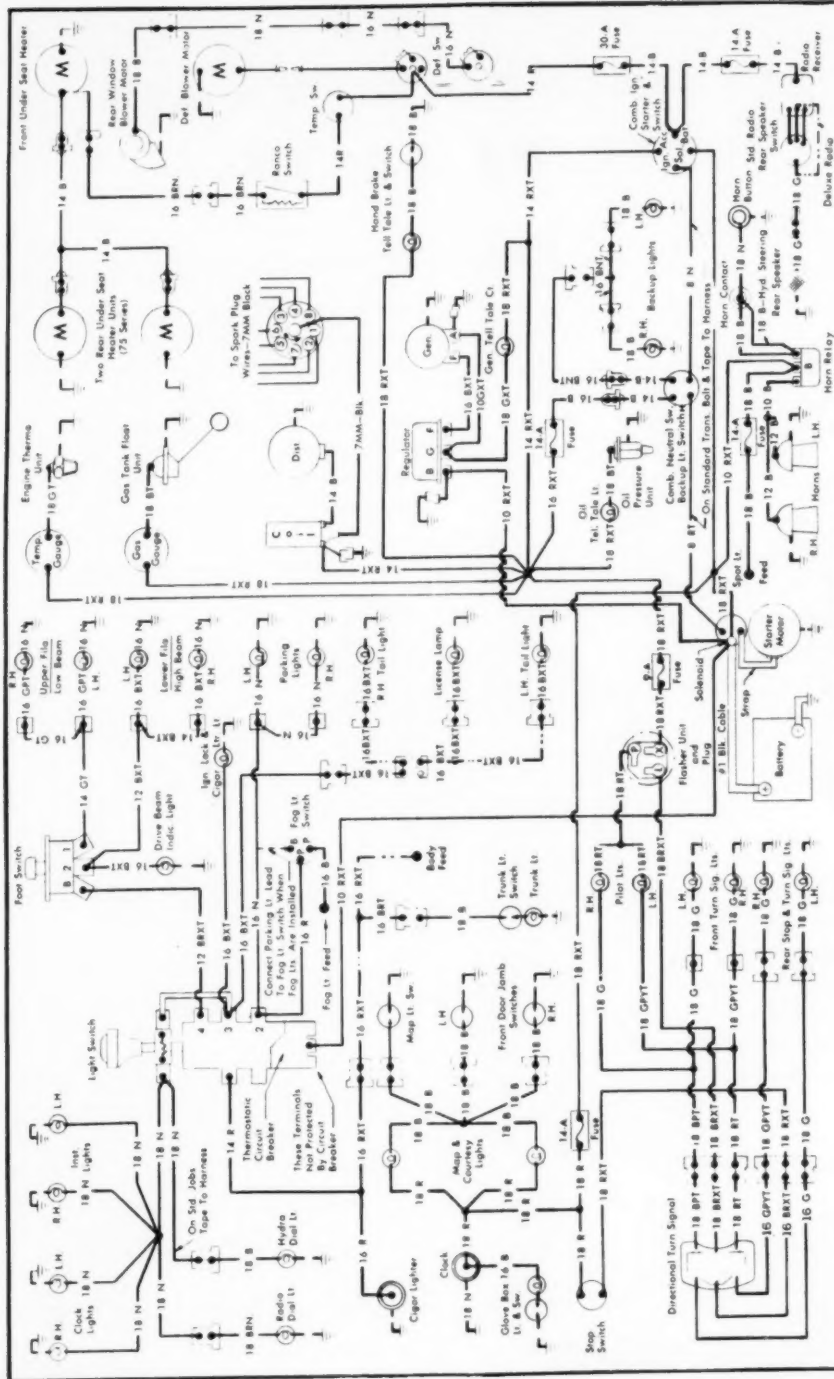


You can SELL and PLEASE  
every brake customer with  
**DELCO BRAKE FLUID.**

Two Delco brake fluids—Super 9 and  
Super 11 Heavy-Duty—will fill the needs  
of all your customers for high-quality  
brake fluid that meets all SAE standards.

Order from your United Motors dis-  
tributor—packed in 8-ounce bottles to  
54-gallon drums.





# CODE OF WIRE MARKINGS

BWT.....Black with White Tracer  
 BXT.....Natural\* with black and green cross tracer  
 BXT.....Natural, with black and red cross tracer  
 BT.....Natural, with black tracer  
 BXT.....Natural, with black cross tracer  
 BXT.....Natural, with red cross tracer

10, 12, 14, 16 or 18 is the wire size number.  
 ALUM.....Aluminum  
 B.....Black  
 BRN.....Brown  
 R.....Red  
 \*Natural is the light tan color of the insulation.

GPT.....Natural, with green parallel tracer  
 GT.....Natural, with green tracer  
 GXT.....Natural, with green cross tracer  
 N.....Natural  
 RT.....Natural, with red tracer  
 RXT.....Natural, with red cross tracer

WIRING DIAGRAM FOR 1952 CADILLAC

it adds up  
to a nice  
profit, too

I CAN CARB MASTER  
+ I CAN SLUDG-MASTER  
= PEAK PERFORMANCE



That's the new, sensationally fast and inexpensive motor tune-up that's taking the motoring world by storm this Spring. It's called

# the new MASTER METHOD

combination tune-up\* for

- MORE MILES PER GALLON
- MORE POWER FROM ENGINES
- MORE YEARS OF SERVICE FROM CARS

\* Pour a can of Sludg-Master into the crankcase. Sludg-Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from rings and ring grooves, thus improving compression. Sludg-Master also adds to the oil the 5% high detergent so important in late model cars.

\* Give the carburetor a Carb Master cleaning *without dismantling*. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor — leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.



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NO FUSS  
NO MUSS  
JUST POUR  
NO MORE



PRODUCTS WORK WHILE YOU RIDE

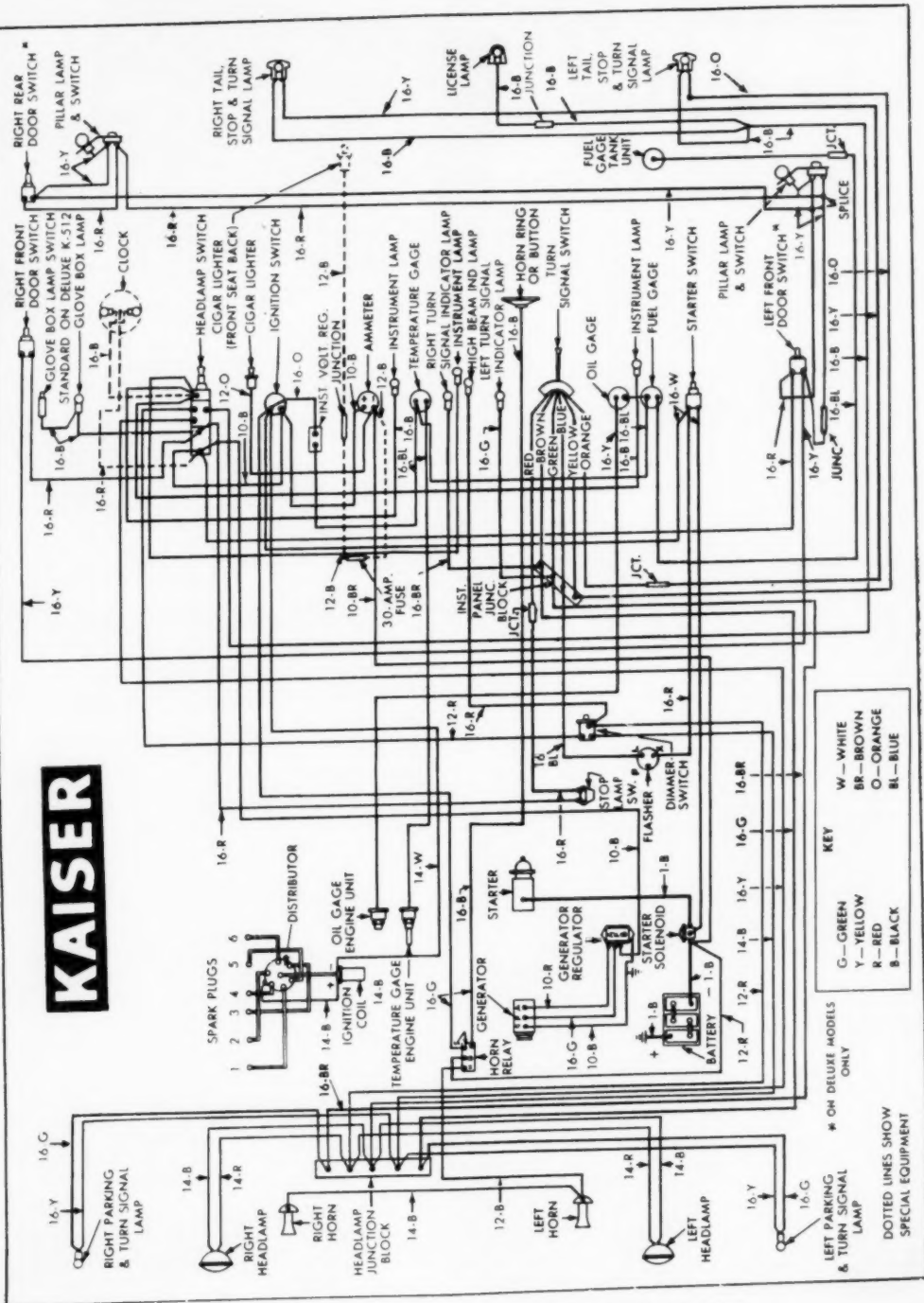
**Chemical Company**  
Mfg. Chemists

56 CRIGHTON ST., CAMBRIDGE, MASS.

THE SILENT PARTNERS OF MOTOR EFFICIENCY



# KAISER



WIRING DIAGRAM FOR 1952 KAISER

# 7 Features that mean Extra Shop Profits

- **INCREASES VOLUME** — Tests any headlight — on any vehicle.
- **SAVES LABOR** — Operator tests lights and makes adjustments from one working position.
- **SAVES TIME** — Intensity of beam is shown by direct candlepower readings.
- **SPEEDS ADJUSTMENTS** — Vertical and horizontal scales show true aim and amount of adjustment needed.
- **LOWERS UPKEEP** — Only one heavy duty "electric eye" used, protected with a sealed, moisture-proof, corrosion-resistant case.
- **INCREASES ACCURACY** — Crosshair sights and lever-operated height positioner align tester with car.
- **SAVES SPACE** — Tester operates 12 inches from headlight. Choice of Portable and Track type models.

ASK YOUR JOHN BEAN JOBBER FOR FULL INFORMATION ON PROFIT MAKING HEADLIGHT TESTERS.

## *John* **BEAN** Headlight Testers

**JOHN BEAN DIVISION**  
FOOD MACHINERY AND CHEMICAL CORPORATION  
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WHEEL ALIGNERS AND CORRECTION TOOLS • WHEEL BALANCERS AND  
BALANCING TOOLS • WEIGHTS • STEAM CLEANERS • CAR WASHERS



# CURRENT PASSENGER-CAR SPECIFICATIONS

## Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	ENGINE												
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Crankshaft Drive	Main Bearings	RINGS		Oil	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Special	121 1/2	81	3 3/16 x 4 1/4	32.51	120@3600	Ch	5	2-.0937	1-1.1875 1-1.1863	6 1/2	OB	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121 1/2	81	3 3/16 x 4 1/4	32.51	124@3600	Ch	5	2-.0937	1-1.1875 1-1.1863	6 1/2	OB	Y	Y	St-Ca
BUICK Model 52	125 1/2	81	3 3/16 x 4 1/4	32.51	124@3600	Ch	5	2-.0937	1-1.1863 1-1.1875	6 1/2	OB	Y	Y	St-Ca
BUICK 70 Roadmaster (except Model 72)	126 3/4	81	3 3/16 x 4 1/4	37.81	152@3600	Ch	5	2-.0937	1-1.1863 1-1.1875	8	OB	Y	Y	St-Ca
BUICK Model 72	130 3/4	81	3 3/16 x 4 1/4	37.81	170@3800	Ch	5	2-.0937	1-1.1863 1-1.1875	8	OB	Y	Y	St-Ca
CADILLAC 62	126	V81	3 1/8 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1.1875	5	OB	N <sup>1</sup>	Y	Ca-RP
CADILLAC 60 (Fleetwood)	130	V81	3 1/8 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1.1875	5	OB	N <sup>1</sup>	Y	Ca-RP
CADILLAC 75	146 3/4	V81	3 1/8 x 3 3/4	46.5	190@4000	Ch	5	2-.0781	1-1.1875	5	OB	N <sup>1</sup>	Y	Ca-RP
CHEVROLET Styleline & Fleetline Special & Deluxe	115	61	3 1/8 x 3 1/4	29.4	92@3400	G	4	2-.1237	1-1.1863	5	OB	N <sup>1</sup>	Y	RP
CHEVROLET Styleline & Fleetline (with Powerglide Drive)	115	61	3 1/8 x 3 1/4	30.4	105@3600	G	4	1-.1237 1-.0932	1-1.1863	5	OB	N <sup>1</sup>	Y	RP
CHRYSLER Windsor & DeLuxe	125 1/2	6L	3 1/8 x 4 1/4	28.36	119@3600	Ch	4	2-.0937	2-.1562	5	OB	Y	Y	Ca
CHRYSLER N. Y. & Imperial	131 1/2	V81	3 1/8 x 3 3/4	46.51	180@4000	Ch	5	2-.0781	2-.1875	5	OB	Y	Y	Ca
CHRYSLER Crown Imperial	145 1/2	V81	3 1/8 x 3 3/4	46.51	180@4000	Ch	5	2-.0781	2-.1875	5	OB	Y	Y	Ca
CROSLEY Model CD	80	41	2 1/2 x 2 3/4	10	26.5@5400	G	5	2-.0625	2-.155	2	OB	Y	N	T
De SOTO S-15 DeLuxe & Custom	125 1/2	6L	3 1/8 x 4 1/2	28.36	116@3600	Ch	4	2-.0937	2-.1562	5	OB	Y	Y	Ca
De SOTO S-17 Fire Dome	125 1/2	V81	3 3/8 x 3 1/2	42.05	160@4400	Ch	4	2-.078	2-.186	5	OB	Y	Y	Ca
DODGE Wayfarer	115	6L	3 1/4 x 4 1/8	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	OB	N	Y	St
DODGE Coronet & Meadow	123 3/4	6L	3 1/4 x 4 1/8	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	OB	N	Y	St
FORD Main. & Cust. 6	115	61	3.56 x 3.60	30.4	101@3500	Ch	4	2-.0935	1-1.1865	4	DM	Y	Y	Ho
FORD Main. & Cust. 8	115	V8L	3.19 x 3.75	32.5	110@3800	G	3	2-.0935	2-.1865	4	DM	Y	N	Ho & O
FRAZER Std. & Man.	123 1/2	6L	3 1/8 x 4 1/4	26.3	115@3650	Ch	4	2-.0925	2-.1550	5 1/2	OB	Y	Y	Ca
HUDSON Pacemaker	119 3/4	6L	3 3/8 x 3 3/4	30.45	112@4000	Ch	4	2-.078	2-.186 154	7	OB	Y	Y	Ca
HUDSON Commodore 6	123 3/4	6L	3 3/8 x 4 1/8	30.45	127@4000	Ch	4	2-.078	2-.186 154	7	OB	Y	Y	Ca
HUDSON Commodore 8	123 3/4	8L	3 x 4 1/4	28.8	128@4200	G	5	2-.0925	2-.187 155	7	OB	Y	Y	Ca
HUDSON Hornet	123 3/4	6L	3 1/8 x 4 1/2	34.88	145@3800	Ch	4	2-.078	2-.186 154	7	OB	Y	Y	Ca
KAISER Spec. & DeLuxe	118 3/4	6L	3 1/8 x 4 1/4	26.3	115@3650	Ch	4	2-.0925	2-.1550	5 1/2	OB	Y	Y	Ca
HENRY J	100	4L	3 1/8 x 4 1/4	15.63	68@4000	G	3	2-.0925	1-1.186	4	OB	N <sup>1</sup>	N	Ca
HENRY J DeLuxe	100	6L	3 1/8 x 3 1/2	23.44	80@3800	G	4	2-.0925	1-1.186	5	OB	N <sup>1</sup>	Y	Ca
LINCOLN Cosmopolitan	123	V81	3.80 x 3.5	46.2	160@3900	Ch	5	2-.0775	1-1.186	5	OB	Y	Y	Ho
LINCOLN Capri	123	V81	3.80 x 3.5	46.2	160@3900	Ch	5	2-.0775	1-1.186	5	OB	Y	Y	Ho
MERCURY	118	V8L	3.19 x 4	32.5	125@3700	G	3	2-.0930	2-.186	4	DM	Y	N	Ho
NASH Statesman	114 3/4	6L	3 1/8 x 4 1/4	26.1	88@3800	Ch	4	2-.0930	2-.1547	5	OB	N	Y	Ca
NASH Ambassador	121 3/4	6L	3 1/8 x 4 1/4	26.1	120@3700	Ch	7	2-.0930	2-.1547	6	OB	N	Y	Ca
NASH Rambler	100	6L	3 1/8 x 3 3/4	25.1	82@3800	Ch	4	2-.0930	2-.1547	5	OB	N	Y	Ca
OLDSMOBILE DeLuxe 88	120	V81	3 x 3	45.0	145@3600	Ch	5	2-.078	1-1.1875	5	OB	N <sup>1</sup>	N	Ca-RP
OLDSMOBILE Super 88	120	V81	3 x 3	45.0	160@3600	Ch	5	2-.078	1-1.1875	5	OB	N <sup>1</sup>	N	Ca-RP
OLDSMOBILE Classic 98	124	V81	3 x 3	45.0	160@3600	Ch	5	2-.078	1-1.1875	5	OB	N <sup>1</sup>	N	Ca-RP
PACKARD "200"	122	8L	3 1/8 x 3 3/4	39.2	135@3600	Ch	5	2-.0937	1-1.1875	7	OCM	Y	Y	Ca
PACKARD "300"	127	8L	3 1/8 x 4 1/4	39.2	150@3600	Ch	5	2-.0937	1-1.1875	7	OB	Y	Y	Ca
PACKARD "400"	127	8L	3 1/8 x 4 1/4	39.2	155@3600	Ch	9	2-.0937	1-1.1875	7	OB	Y	Y	Ca
PLYMOUTH P-22 Concord	111	6L	3 1/4 x 4 1/8	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	OB	Y	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook	118 3/4	6L	3 1/4 x 4 1/8	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	OB	Y	N	Ca
PONTIAC 6 Model 25	120	6L	3 3/16 x 4	30.4	100@3400	Ch	5	2-.0937	1-1.1875	5*	OB	N	Y	RP
PONTIAC 8 Model 27	120	8L	3 3/16 x 3 3/4	36.4	118@3600	Ch	5	2-.0937	1-1.1875	5*	OB	N	Y	Ca
STUDEBAKER Champion 10G	115	6L	3 x 4	21.6	85@4000	G	4	d	1-1.1562	5	OB	A	Y	Ca
STUDEBAKER Commander H	115	V81	3 3/8 x 3 3/4	36.4	120@4000	G	5	2-.078	1-1.1865	6	OB	A	Y	St
STUDEBAKER Land Cruiser H	119	V81	3 3/8 x 3 3/4	36.4	120@4000	G	5	2-.078	1-1.1865	6	OB	A	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3 1/8 x 4 1/4	15.6	72@4000	G	3	2-.0937	1-1.1875	4	OB	N <sup>1</sup>	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6L	3 1/8 x 3 1/2	23.4	75@4000	G	4	2-.0937	1-1.1875	5	OB	N <sup>1</sup>	Y	Ca-Zn
WILLYS Aero Ace & Aero Wing	108	6F	3 1/8 x 3 1/2	23.4	90@4200	G	4	2-.0937	1-1.1875	5	OB	N <sup>1</sup>	Y	Ca

### ABBREVIATIONS

\*-Refill  
A—Accessory  
C—Carter  
Ca—Chain

DM—Dry Mesh  
d—Top, .0937; Middle, .125  
F—Fly motor  
G—Gear  
Ho—Holley

I—Valve in head  
J—".85," 119 1/2; ".98", 122  
L—L head  
N—Optional at extra cost

N—No  
OB—Oil bath  
OCM—Oil-coated mesh  
RP—Rochester Products

St—Stromberg  
T—Tillotson  
Y—Yes  
Zn—Zenith



## Service Volume? this meeting helped increase ours 18%!



**It All Started** with an Alemite salesman—and a terrific presentation he had on how fighting friction was proving good business, BIG business for car dealers everywhere. As proof, he had a brand new movie with facts, figures, the whole story. "How about holding a meeting?" he asked. "Let your organization help you decide." Of course, I agreed to a showing. What could I lose?



**The Movie Was an "Eye-Opener."** It hit hard and fast on a car dealer's biggest problem—new car owners, how to get them in and keep them coming back regularly for service. It showed how the Alemite "Magnet Plan" built total service business. Made lubrication the "key" to more traffic, more volume, more sales across the board. Should we try it? The boys said yes—and right away.



**The Results Were Startling!** Our customer return has already increased 26%. Total service volume is up 18%—proving the plan can effect more than just lubrication and oil changes. And Alemite advertising, every two weeks in Post and Collier's, gives us an extra follow-up system—at no extra cost. It sure goes to show how one Alemite meeting can improve your business—but good!

*this case is typical!*

One more example of how dealers all over the country are "cashing-in" on the Alemite "Magnet Plan." Making their Service and Parts Department pay us much as 84% of their overhead with Alemite "Magnet Plan" features. Want the facts? Call your Alemite distributor. Or mail this coupon now!

# ALEMITE



### MAIL THIS COUPON—NO OBLIGATION

Judge for yourself how the Alemite "Magnet Plan" can help you cover your fixed overhead—improve your trading position.

Alemite, Dept. M-62, 1826 Diversey Pkwy., Chicago 14, Illinois

- ☐ Send us complete information on the "Magnet Plan"
- ☐ We would like to arrange a showing of your Hollywood movie "It's The Come-BACK That Counts!"

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings				Brakes		
	Breaker Gap (in.)	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Spark Plug Gap (in.)	Tappet Clearance Inlet (in.)	Tappet Clearance Exhaust (in.)	Intake Valve Opens before a TDC	Cyl. Head Bolt Tension (ft. lbs.)		Cap. and Ter. Gd.	Cool. System (Gals.) No Heater	Make	Thickness	Outside Diameter	Inside Diameter	Type
BUICK 40 Special	12 1/2-17 1/2	50X	19-23	23-28	04	04	13 3/8	63-73	100N	12	O	.125	10	6	H	RW
BUICK 50 Super	12 1/2-17 1/2	50X	19-23	23-28	04	04	14 1/8	63-73	100N	12	O	.125	10	6	H	RW
BUICK 70 Roadmaster	12 1/2-17 1/2	50X	19-23	23-28	04	04	14 1/8	63-73	120N	18	O	Non-use			H	RW
CADILLAC 60, 62 & 75	10-15	31	19-23	35	au	au	14 1/8	70	115N	19	L	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	34	17-21	35	06h	13h	1 1/8	70-80W	100N	15	O	.135	9 3/4	6 1/2	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	34	17-21	35	d	d	16 1/8	70-80W	100N	15	Non-use				H	RW
CHRYSLER Wind. & DeLuxe	18-20	34 1/2-38	17-20	35	08h	10h	12 1/2	65-70	120P	15	Bb	.125	9 1/4	7 1/2	H	P
CHRYSLER N. Y. & Imperial	15-18	34-36	17-20	35	au	au	15 1/8	80-85	135P	25	Bb	.125	9 1/4	6 1/2	H	P
CHRYSLER Crown Imperial	15-18	34-36	17-20	35	au	au	15 1/8	80-85	135P	25	Bb	.125	10 1/4	6 1/2	H	P
CROSLEY Model CD	20	46	17-20	25	06	09	5 1/2	No	90P	4	O	.125	6 1/2	4 1/2	H	RW
DeSOTO S-15-1 DeLuxe	20	34 1/2-38	17-20	35	08h	10h	12 1/2	60-65	120P	15	Bb	.125	10	7	H	P
DeSOTO S-15-2 Custom	20	34 1/2-38	17-20	35	08h	10h	12 1/2	60-65	120P	15	Bb	.125	10 1/4	6 1/2	H	P
DeSOTO S-17 Fire Dome	17	32-36 1/2	17-20	35	au	au	12 1/2	80-85	120P	22	Bb	.125	10 1/4	6 1/2	H	P
DODGE Cor., Mead. & Way.	20	34 1/2-38	17-20	35	08h	10h	8 1/2	EW	105P	14	T	.125	9 3/4	6	H	P
FORD Main. & Cust. 6	24-26	35-38	17-20	34-37	13h	15h	18 1/2	65-70	100P	15	L	.125	9 1/2	6	H	RW
FORD Main. & Cust. 8	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5 1/2	65-70	100P	22	L	.125	9 1/2	6	H	RW
FRAZER Std. & Man.	20	38	17-20	32	14	14	10 1/2	30-35c	100P	13	T	.125	9 3/4	6	H	RW
HUDSON Pacemaker	20	39	17-20	32	08h	10h	26 7/8	60-65	100P	18 1/2	O	.203	8.687	5 1/4	S	RW
HUDSON Comm. 6 & Hornet	20	39	17-20	32	08h	10h	26 7/8	60-65	100P	18 1/2	O	.203	9.8125	6.375	S	RW
HUDSON Commodore 8	17	27	17-20	32	08h	10h	10 1/2	45-50	120P	18 1/2	O	.203	9.8125	6.375	S	RW
KAISER Spec. & DeLuxe	20	31-37	17-20	32	14	14	10 1/2	30-35c	100P	13 1/2	Bb	.125	9 1/4	6	H	RW
HENRY J	20	41 * 1	17-20	30	16	16	9 1/2	60-65	100P	10.8	Bb	.132	8 1/2	5 1/2	H	RW
HENRY J DeLuxe	20	38 * 1	17-20	30	16	16	5 1/2	60-65	100P	9	Bb	.138	8 1/2	5 1/2	H	RW
LINCOLN Cosmopolitan	14-16	26-28 1/2	17-20	29-32	O	O	18 1/2	J	120P	22 1/2	None use	ed			H	RW
LINCOLN Capri	14-16	26-28 1/2	17-20	29-32	O	O	18 1/2	J	120P	22 1/2	None use	ed			H	RW
MERCURY	14-16	26-28 1/2	17-20	29-32	13-15c	17-19c	5 1/2	J	100P	22 1/2	Bb	.125	10	6 1/4	H	RW
NASH Statesman	22	31-37	17-21	30	15h	15h	6 1/2	57-60	100P	K	Bb	.125	8	5 1/2	H	RW
NASH Ambassador	22	31-37	17-21	30	15h	18h	12 1/2	65-70	105P	K	Bb	.125	10	7 1/2	S	RW
NASH Rambler	22	31-37	17-21	30	16c	18c	6 1/2	57-60	90P	11	Bb	.125	8	5 1/2	H	RW
OLDSMOBILE 88 & 98	16	26-33	19-23	30	au	au	13 1/2	60-70W	115N	21 1/2	L	.136	10.5	7	H	RW
PACKARD "200"	17	Z	U	23-28	07h	10h	15 1/2	60-62	100P	20	L	.125	10	6 1/4	H	RW
PACKARD "300"	17	Z	U	23-28	au	au	15 1/2	60-62	100P	20	L	.125	10 1/2	6	H	RW
PACKARD "400"	17	Z	U	23-28	au	au	15 1/2	60-62	120P	20	au	au	au	au	H	RW
PLYMOUTH P-22 Concord	20	34 1/2-38	17-20	35	10h	10h	12 1/2	65-70	100P	13	T	.125	9 3/4	6 1/2	H	P
PLYMOUTH P-23 Cambridge and Cranbrook	20	34 1/2-38	17-20	35	10h	10h	12 1/2	65-70	100P	13	T	.125	9 3/4	6 1/2	H	P
PONTIAC 6 Model 25	22	37	17-20	23-28	11h	13h	5 1/2	60W	100N	18 1/2	L	.125	9 1/2	6	H	RW
PONTIAC 8 Model 27	16	30	19-23	23-28	11h	13h	5 1/2	60W	100N	19 1/2	L	.125	10	6 1/4	H	RW
STUDEBAKER Champ. 10G	20	38	17-20	22-27	16c	16c	15 1/2	46-50W	100P	10	Bb	.125	8	5 1/2	H*	RW
STUDEBAKER Comdr. H	13-18	22-29	17-20	33-37	14-16	14-16	11 1/2	46-50W	100P	17 1/4	Bb	.125	9 1/4	6	H*	RW
STUDEBAKER Land C. H.	13-18	22-29	17-20	33-37	14-16	14-16	11 1/2	46-50W	100P	17 1/4	Bb	.125	9 1/4	6	H*	RW
WILLYS Jeepster & Sta. Wag.	20	51	17-21	30	18	16	9 1/2	60-65	100N	11	Bb	.135	8 1/2	5 1/2	H	RW
WILLYS Jeepster & Sta. Wag.	20	38 1/2	17-21	30	14	14	5 1/2	60-65	100N	9	Bb	.135	8 1/2	5 1/2	H	RW
WILLYS Aero Ace & Aero Wing	20	39	17-20	30	18	16	9 1/2	60-65	100N	11	T	.135	8 1/2	5 1/2	H	RW

### ABBREVIATIONS

1-10" on DeLx. with std. 8-speed transmission.  
 2-Total dwell for two points; 26° to 28° for each breaker.  
 3-Hydra-Matic Trans. Std. on 65-68 Series.  
 4-Each point. Total effective dwell 34° to 36°.  
 6-.114 with Auburn facing

6-6" on Windsor DeLx.  
 \*—Self-adjusting, self-centering  
 a—After  
 au—Automatic  
 b—Before  
 Bb—Borg & Beck  
 c—Cold  
 d—Hydraulic valve lifters  
 E—Nuts 52 to 57, cap screws 55 to 70

f—Without heater. With heater add 1 qt.  
 H—Hydraulic  
 h—Hot  
 J—85 on cast-iron head, 45 on aluminum head  
 K—Statesman 15, Ambassador 13 with heater  
 L—Long Mfg.

N—Negative  
 O—Own  
 P—Positive  
 Ps—Propeller shaft, rear transmission  
 RW—Rear service brake  
 S—Duo Servo  
 T—Borg & Beck, or Auburn

U—Auto-Lite 17-20, Delco 17-21  
 W—Warm  
 X—Do not recommend using dwell meter for setting breaker point gap  
 y—Tolerance of one degree, plus or minus, allowed in adjusting  
 Z—Auto-Lite 27, Delco 31





*Greatest Step Forward in Heavy-Duty Coil Performance*

... a new  
air cooled coil  
actually designed and built  
to outlast  
the vehicle

ALL STEEL CASE  
BRAZED INTO SOLID UNIT  
HIGH RESISTANCE TOWER  
WITH SCREW TERMINAL  
HEAVY STEEL COMPRESSION  
RING COPPER PLATED  
HERMETICALLY SEALED AND  
LOCKED UNDER PRESSURE  
BALANCE CIRCUIT FOR  
SUSTAINING POWER OUTPUT  
NEW DESIGN EFFICIENCY  
IN HEAT DISSIPATION  
SUPERIOR INSTALLATION  
FOR HIGH POTENTIAL LOAD  
VACUUM IMPREGNATED FOR  
CONTINUOUS OPERATION  
BUILT FOR HIGH TEMPERATURE  
SERVICE CONDITIONS  
COOLING AREAS OF UNIFORM  
RADIATION EFFECTIVENESS  
A PRECISION MASTERPIECE  
IN FUNCTION AND APPEARANCE  
WINDING SOLIDLY SUPPORTED  
WITHIN STEEL CYLINDER

In the twelve great advancements embodied in the new Filko Heavy-Duty Coil, Filko achieves a new supremacy in the commercial and industrial ignition field. This engineering masterpiece assures a constant level of full output performance under severest high temperature service conditions. Truly ... one of the most significant Filko developments ... it is a crowning climax to 28 years of specialization in ignition engineering. To an acknowledged superior line of broad coverage heavy-duty ignition parts ... the New Filko air-cooled Coil brings a new crown jewel of supremacy. Thus, to standardize on Filko is to know value and to experience for yourself in the most convincing way possible, the reasons why Filko Ignition Parts ... are in fact ... "the Crown Jewels of Ignition."

F. & B. Mfg. Co., 4248 W. Chicago Ave., Chicago 51, Ill. Warehouses in Los Angeles, San Francisco, Fort Worth, New York, Boston, Atlanta, Toronto

**FILKO**

*"The Crown Jewels  
of Ignition"*

Contact Sets • Caps and Rotors • Coils • Condensers • Brushes • Cut-outs

Graphite Bronze Bearings • Switches • Relays and Regulators *Precision Built by Ignition Specialists*

# Regulations and News Items Along Federal Row

## PRICING REBUILT PARTS

An order requiring rebuilders and resellers of rebuilt automotive engines and parts, as well as sellers of automotive parts, to establish ceilings has been issued by the OPS.

In general, rebuilders' ceilings will reflect the same percentage of the original manufacturer's published retail list price in effect at the time of sale as his selling price during the base period bore to the original manufacturer's published retail list price for that part dur-

ing the same base period. The base period is Jan. 1 through June 24, 1950.

A reseller of rebuilt parts will determine ceilings on the basis of a rebuilder's published list price or on the basis of his customary percentage mark-up over net invoice or delivered cost during the base period.

## MODIFYING CARS

An amendment governing companies that eliminate or modify an item of standard equipment after a ceiling price for the automobile, including standard equipment, has been established has been announced by the OPS.

Manufacturers need not obtain a new ceiling price when the elimination or modification of standard equipment reduces their direct labor and material costs no more than \$2. New ceilings will continue to be required in instances where the modification totals more than \$2.

## Southern Representatives Moved by Auto-Lite

SEVERAL changes in its Southern representation have been announced by The Electric Auto-Lite Co.

John P. Brown of Petersburg, Va., has been named to handle the Richmond district, succeeding H. H. Fowler, transferred to Detroit.

Robert D. Balfour has been appointed district sales representative with headquarters in New Orleans. Boyd Peel has been placed in charge of the Memphis district and A. E. Keyser has been selected for the Huntington, W. Va., district.

## Lincoln Appoints Bell In Jacksonville Area

E. J. BELL has been promoted to E. Lincoln sales department manager in the Jacksonville, Fla., district of Lincoln-Mercury.

A native of Jacksonville, Bell joined the district in 1950 as a sales clerk and was promoted to field sales manager in 1951. He will be in charge of Lincoln sales activities in Florida and the southern part of Georgia.



## PERFECTION IS HIS STANDARD...

Like you, he recognizes no compromise with perfection... accepts only one quality of materials, workmanship, tools. You gauge the work of others by your own rigid standard and are proud to have others measure up to it.

Bonney wrenches are made to the same standard of perfection. That is why mechanics call them America's finest—unmatched for lightness, strength, balance, and precision.

Bonney wrenches are the pride of the men who make them... the pride of the men who use them.



Perfection is the standard of the men who design and build America's Diesel engines... power plants carrying names like Baldwin, Cummins, American Locomotive, Fairbanks Morse, Hercules, Ingersoll-Rand, Worthington, General Electric, that set new standards of performance in automotive, railroad, marine, and industrial service.

BONNEY FORGE & TOOL WORKS • ALLENTOWN, PENNSYLVANIA

# That sign sure brings in the FORDS!



**The Ford service business I get is amazing since I hung this sign outside my garage.**

The Genuine Ford Parts oval is a sure-fire come-on to Ford owners! Why? They've been seeing it displayed for years. They know that a man who stocks the *best* parts for their car probably knows their Ford better than the other fellow.

#### **Your place is "nationally" advertised.**

Past pulling power of the sign, however, is only a hint of things to come! Millions of Life, Popular Science, Popular Mechanics, Mechanix Illustrated, and farm paper readers, the country over, will be told to look for it in a new hard-hitting campaign. It will feature the test track proving that makes Genuine Ford Parts unquestionably best for Fords.

#### **Get into this profit picture**

This profit-building sign costs you nothing. It's yours as long as you use Genuine Ford Parts. Send in this coupon and we'll send you complete information on obtaining a Genuine Ford Parts sign.

#### **MAIL THIS COUPON NOW!**

**PARTS AND ACCESSORIES SALES DEPARTMENT**  
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.  
Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

NAME \_\_\_\_\_  
BUSINESS NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Readers are invited to contribute to—

## SHOP TALK—

### MORE ABOUT LP

Albuquerque, N. M.  
Gentlemen:

The other day I picked up a copy of the February issue of SOUTHERN AUTOMOTIVE JOURNAL and read the article, "They're Converting to LP Gas." Can you tell me who the

different manufacturers are that have these conversion kits? Anything you can do for me along these lines will be appreciated.

CHARLES DEDEK

One firm that makes conversion equipment is J & S Carburetor Co., 2634 North Beckley, Dallas, Texas. A book on conversions, "Butane-

**A column of informal comments about the automotive trade and its problems.**

## ROAD HEAT

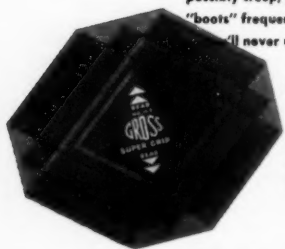
*Cures*

### GROSS SUPER GRIP | TIRE REPAIR SECTIONS

When inconvenient to vulcanize a tire repair you can always count on Gross Super Grip Tire Repair Sections to stay put, even when installed "cold." That's because Super Grips contain a special "curing" ingredient in the adhesive which cures to the tire when road heat is generated. Either vulcanized or "cold," Super Grips "fuse" with the tire, actually making the repaired section the strongest part of the tire. For double safety protection, Super Grips' pure gum adhesive is rubber-bonded to the buffed rayon cord body of the repair itself...not laid on a hard rubber surface like ordinary repairs. That's why Super Grips cannot possibly creep, peel or lift off its own adhesive like ordinary "boots" frequently do. Write for FREE SAMPLE Super Grip today. You'll never use another brand once you've tried it.

#### SUPER GRIPS have 5 outstanding features:

1. Tire-matched 77" cord construction.
2. All rayon cord body with no bulky rubber filler added.
3. Bonded adhesive can't peel off.
4. Feather-edged to eliminate road pound.
5. May be vulcanized, or applied cold (cures up from road heat).



### GROSS SUPER GRIP | TIRE REPAIR SECTIONS

GROSS MANUFACTURING CO. • MONROVIA, CALIF.

Super Grips are just one item in a complete line of outstanding tire and tube repair materials.

"Propane Power Manual," is now available for \$3.50 from Jenkins Publications, Inc., 198 South Alvarado St., Los Angeles 4, Calif.

Your local LP-gas dealer may handle conversion equipment for vehicles also.

### REREADING THEM

Wilmington, N. C.

Gentlemen:

In the article, "We Help 'Em Sell Themselves," in the July, 1950, issue, there are some good pointers. I have lost my copy of this issue and I would certainly appreciate your sending me another copy.

T. A. MCINTIRE,

McIntire Esso Service

Glad to send you the issue containing this article on a dealer who printed a list of regular maintenance procedures on the back of his bills to remind customers when they should bring the car back to the shop.

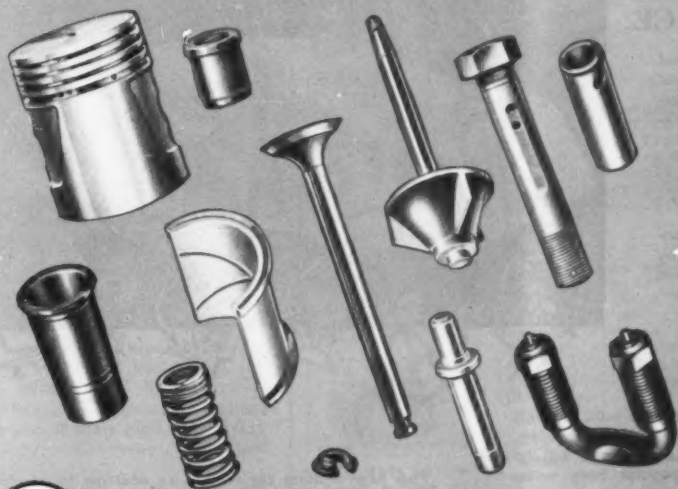
### DEFINING IT

Some definitions of economic terms that aren't found in Webster's Dictionary were included in an address by Jack Steele, Dodge-Plymouth dealer of Raleigh and immediate past president of the North Carolina Automobile Dealers Association, at the recent convention. The dealers perked up their ears when he said:

"Deflation is a time when you tighten your belt. Recession is a time when you have no belt to tighten. Depression is a time when you have no trousers to hold up."

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

**The KING LINE makes  
Dollars and Sense  
because it's  
complete!**



Get One-Stop  
service—get the  
Complete Line—  
get the line  
that has made  
money for others  
for thirty-one  
years.



PISTONS • PINS • VALVES • BEARINGS • WATER PUMP PARTS • BOLTS  
BUSHINGS • SILENT-U SHACKLES • SLEEVES • WHEEL SUSPENSION PARTS

"BUILDING FOR THE FUTURE ON A 32-YEAR RECORD"

# KING QUALITY

SAINT LOUIS 10, MISSOURI



*Detroit's big secret is out!*

# HUDSON ENTERING LOW-PRICE FIELD with an all-new wonder car!

## ★ BEAUTY

New from stem to stern; streamlined in the most modern design.

## ★ PERFORMANCE

With phenomenal acceleration and pickup, Hudson's new wonder car will outperform any car currently being produced in the low-priced field.

## ★ ECONOMY

Low operating cost, unusual gasoline mileage mean extra economy for owners. Traditional Hudson qualities, dependability and durability, will be major features.

## ★ MODELS

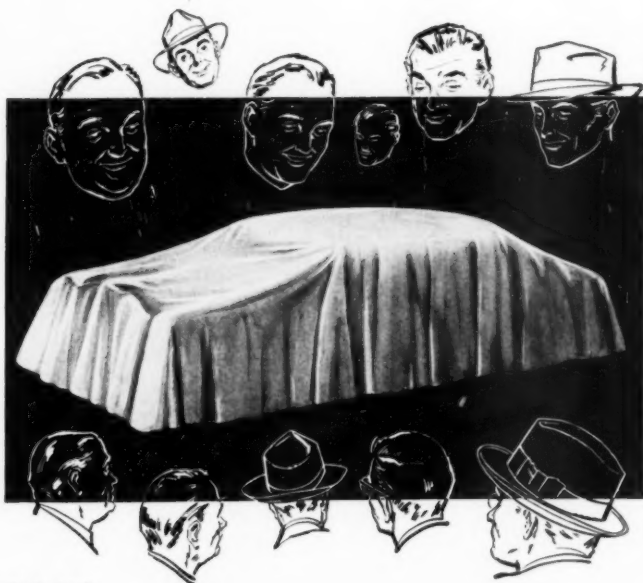
Hudson's new wonder car will be built in both standard and de luxe models. The four-door sedan, which seats six passengers comfortably, will be produced first, with other popular body styles to follow.

## ★ "STEP-DOWN" DESIGN

No car with all these advantages can possibly be built without "step-down" design. Only Hudson has this basic engineering advance.

## ★ PRICE

This new Hudson will be priced in the low-priced field.



This new wonder car will be an addition to an already great line of Hudsons, starring the fabulous Hudson Hornet. Because of exclusive "step-down" design, Hudson is able to build into this lightweight car the roadability, handling and safety that are enabling the Hudson Hornet to perform so sensationally in current stock-car races. The Hornet has been entered in 13 such races so far in 1952 and has won all but one.

With this new car, Hudson dealers will have market coverage from the low-price field right through to the upper medium-price field—a line that meets the demands of 94% of the entire American new-car market!

A few dealer franchises are still open in choice locations. If you'd like Hudson's new, lightweight wonder car on your team and want confidential advance information, write or call

C. A. J. HADLEY  
Sales Manager, Hudson Motor Car Company,  
Detroit 14, Michigan. Phone VAley 2-3232.

Dear Bill,

You're not kidding that some of our customers may be finding a new car difficult to fit into the budget. Even our traveling-men customers point out that they have almost a third more money tied up in their cars these days and can't spend too much on service. Even heard some of them say their companies were renting cars these days for their field men.

But the situation isn't as difficult as it was in the depression years when they didn't have money to spend on new cars—OR service. Now the ones who decide against a new car do have the dough to spend on fixing up the old one. The shops that are equipped to take care of every type of service—and appearance items are a big point there—are doing a good business.

Some of our customers are holding on to their old car for their own use and picking up a cheaper car for their teen-agers to drive, and this isn't a bad market for service in itself. The old folks are interested that the second car is safe, and the kids want it snappy.

The driving-instruction classes held in the high schools and the motor-enthusiast clubs the kids form around the country should really lead to more sensible driving and servicing. In years past it has been too much catch-as-catch-can in car ownership and driving. As soon as anyone got hold of enough dough, he bought a car. Being a free country, he drove it according to the dictates of his own imagination, for experience and training he had none. He had to learn not to kill people by killing them, and sometimes the same for himself.

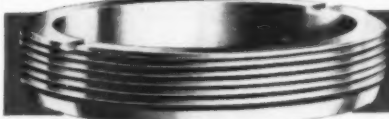
If we build up a kind of national driving conscience that makes the dope driver know that everyone considers him a dope and a menace—instead of some kind of a daring hero—our customers may last longer.

Anyway, with so many of our customers having a couple older cars in the family instead of just one new one, we are making a strong play for appearance and safety services. The techniques used in our used-car department to give old cars that new-car sheen inside and out—and smell—is highly applicable to the service department. We refinish the outside and inside, be it a straight passenger car or a convertible or station wagon. There is no need for either family car to look shabby or per-



## Here's a Sure Way for You to... GET FLEET BUSINESS

SELL FLEET OWNERS ON



**P-B** SCREW-IN  
VALVE SEAT

... AND YOU WILL DOUBLE THEIR  
VALVE MILEAGE AND ELIMINATE  
VALVE BURNING AND BREAKAGE!

### READ WHAT THESE EXPERIENCED MEN SAY:

"...Such outstanding fleets as the Olson Transportation Co., Wheeler Transportation Co., Northern Transportation Co., L. C. L. Transit Co., Van Stratten Trucking Co., and many others would never think of installing any other seat, in the exhaust of the International, G.M.C. or Auto Car."

*R. W. Murphy*  
**MOTOR PARTS & MACHINE COMPANY**  
Green Bay, Wisconsin

"...Your seat stays round and definitely cools the valves better; when we touched the seats with a stone they cleaned right up. The pressed seats were egg shaped and needed much more grinding to true them up. We just haven't had any valve failures in the last year due to cracked or distorted seats and...your seat has more than doubled our valve mileage."

*J. Smith*  
**FRUCKA TRANSPORTATION, INC.**  
Omaha, Nebraska

● Once a fleet owner sees the savings in down-time for his truck he's your customer for life! P-B Screw-In Valve Seats end 90% of valve burning and breaking and give double the valve mileage fleet owners have been used to. Because P-B valve seats stress-relieve the hottest part of an engine—the exhaust valve port area—they prevent 75% of combustion chamber cracks. Write today for full information!

**Make big profits grinding heads.** Peterson Surface Grinder levels heads, blocks, manifolds, clutch plates, flywheels, etc., to 0.001 accuracy in 10 minutes. Anyone can use it. Profit guaranteed or money back. Write for full information.



**Expansion clearance**  
built in between threads.  
No pressure, no warping,  
heat carried away fast.  
Stays round, cools valve.



**Heavy duty portable**  
equipment machines off  
top of seat to exact  
height with special cutter.



**SCREW-IN SEAT WITH  
EXPANSION CLEARANCE**

form poorly that we can see, and it pays off. These cars are a market for far heavier service jobs than we get from the new ones in the first couple years of their life, and these new cars are actually what most dealer shops are geared to handle. And those are about all they get.

Some of our old customers who spent next to nothing in the service department since they traded so often are now dropping a good bit of dough in souping up the kid's car, and we aren't above doing this

work either. Actually never once suspected that the old customer had it in him. But he wants the son's car to be as good as anyone in his motor club, and sees that it is.

Yrs,  
Ed.

### Analyzing Relays

(Continued from page 63)

Adjust the armature air gap by inserting a feeler gauge of the correct thickness between the core and the armature as near to the

hinge side of the core as possible. Hold the contacts closed and adjust the air gap by raising or lowering the stationary contact. Keep the contacts aligned so that they make contact near the center. Open the contacts and adjust the contact gap to the correct value. (Refer to specifications for unit being serviced.) Operate the charging circuit and note the closing and opening value of the contacts.

### Horn Relays

This type relay (Fig. 4) is used in various circuits. Its primary purpose is to overcome an excess voltage drop in a circuit, thus assuring sufficient voltage to assure proper operation of a particular unit.

The construction of these relays varies from that of the cutout relay in that the magnetic winding consists of only one coil, which carries rather low amperage. The main operating current required by each respective unit is carried through the relay contact points, which serve as a switch between the battery, generator and unit.

### Servicing These Units

To check the relay operation, ground the control terminal. This terminal is usually marked "S" and is connected to the switch which operates the circuit. If the relay contacts do not close with this terminal grounded, then check the wiring.

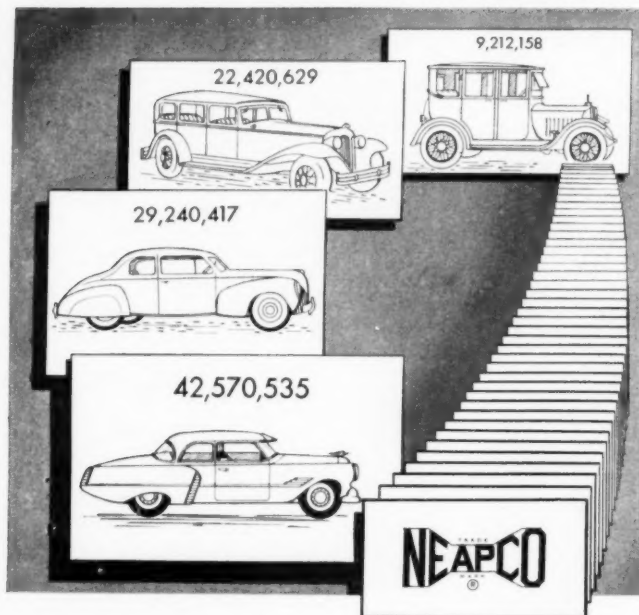
Remove the relay cover. Inspect for dirty or burned contacts and damaged insulation. File contacts the same as cutout relay. Clean all dirt from contacts with clean lintless tape and carbon tetrachloride. If a fuse is incorporated, clean fuse, fuse contacts, and holder. Inspect fuse installation. Make sure armature operates easily, without interference. Tighten the nut on the bottom of the armature core now.

Place a feeler gauge between the core and armature and hold the contacts closed. Have spring tension on the armature, but do not seal armature against the yoke.

Adjust height of stationary contact to give the exact armature air gap specified. Keep contacts aligned.

Measure the contact gap or armature air gap with the contacts open, whichever is specified. Adjust to the specified value by moving the armature stop. Be sure stop does not interfere with armature movement.

## GROWING WITH THE INDUSTRY



Today you find the familiar Neapco trademark on three great lines . . . Universal Joints, Power Take-Off Joints, Chassis Parts.

The advantages of each line grow with the increase in vehicles: Completeness, dependability, fair service policies, competitive prices, and, an established

standard of manufacturing excellence.

You get more with Neapco . . . Simplified cataloging, standard packaging, strategic warehousing for easy handling, availability . . . plus Neapco's famous unequivocal guarantee.

You can be sure you get more when you say Neapco.

NEAPCO PRODUCTS, INC. • POTTSTOWN, PA.



**UNIVERSAL JOINTS and PARTS  
CHASSIS PARTS  
POWER TAKE-OFF JOINTS**



it's fast...  
easy.....  
safe.....



## it's a Hein-Werner *Bumper-Lift*

A one-minute demonstration sells the "Bumper-Lift". . . It's fast . . . easy . . . safe to operate.

Here's *the* jack for you to sell to car owners for their use when they have to change tires or do other jobs requiring a good dependable jack.

The "Knuckle-Joint Hook", which is an exclusive Hein-Werner feature, grips the bumper like a hand . . . Model V-120 has a capacity of 1½-tons —and raises to extreme high of 31½".

Ask your jobber or write us for details

HEIN-WERNER CORPORATION • Waukesha, Wis.

*Hein-Werner*  
HYDRAULIC JACKS

Complete H-W line includes Under-Axle Jacks for trucks and buses . . . "Swift-Lift" and Service Jacks for road and shop use . . . "Push and Pull" Jacks for body, fender and frame repair work.

Connect a variable resistance in series between a battery and one of the relay control terminals. Connect the other control terminal to the other battery terminal. Connect a voltmeter to the relay control terminals.

Increase the voltage slowly and note the voltage at which the contacts close. If contacts are mounted on a spring arm, increase the voltage until the armature seals against the yoke. Reduce the voltage and note the voltage at which the contacts open. To indicate

when the contacts are opened and closed, connect a test lamp in series with the battery and the relay load terminals.

The lamp will light when contacts close. Adjust the contact closing and opening voltage by changing the armature spring tension, air gap, point gap—which ever is specified.

Relays serve in many ways. Try putting one in the ignition circuit near the battery terminal of the coil and see what happens as a result.

## Meeting Biggest Problem

(Continued from page 51)

But in this new mechanic-education plan, the door will be open for young mechanics, who in many cases can pick up new tricks and highly-technical knowledge faster than an older man. As a result, we will doubtless find it highly beneficial to screen young, beginning mechanics more carefully than ever before. We'll probably learn to pay more attention to his scholastic record because we'll be wanting to know how he took to school work in the past.

Establishment of educational facilities for mechanics, to my way of thinking, is imperative. If we do not make the necessary sacrifices to help educate our mechanics, the independent garage could to a large degree go out of existence or else become a shop reserved for repairs of old-model cars.

### 'Tisn't All Gloom

However, the picture as I see it is not all gloom by any means. For those who meet the test awaits the greatest prosperity in the history of the business, at least in the 26 years that I have been associated with it. As has always been the case, the field will continue wide open to the garage that can do efficient work on all or a wide variety of kinds of automobiles.

Motorists across the nation are annually investing more money in their cars and it is reasonable to assume that the reliable, independent garagemen will receive their share of this additional expenditure. Repair jobs, more complex than ever before, will require more time and, consequently, costs for the job will be higher. Compared to a few years ago, there is no such thing as a low-priced automobile. The more a man pays for his car, the more he should—and usually does—expect necessary jobs to cost.

We in the independent-garage business might well be considered at the crossroads. The right way, through a complete program of mechanic education, leads to new opportunity in a rapidly-advancing industry. The other route goes on with ill-informed, poorly-staffed, haphazard operations so frequently seen the past few years.

The time has come when many of us must choose which way to go. We can't stand still. We either go up, or down.



# 2

## BIG FEATURES KEEP MONKEY GRIP SIZZLE PATCHES OUT IN FRONT

Filler Tabs and the new "souped-up" Sizzle Boards are exclusive features that put Monkey Grip Sizzle Patches out in front... and keep them there! Two sizes of these patches fill all needs, fit all clamps. Get your share of the greater profits made on faster selling Monkey Grip Sizzle Patches.

## Faster Firing SIZZLE BOARD



## FILLER TABS



The Filler Tab furnishes you with a plug for the tube injury and it's made right on the patch itself. The tab also allows you to remove Holland cloth without picking at the edges. Get a better, stronger tube repair by using Monkey Grip Sizzle Patches with Filler Tabs!



This new "souped-up" Sizzle Board fires instantly with only a touch... you can light it with a cigarette. It burns quickly and evenly... no need to fan or blow it. This means faster sales and larger profits... get your share, get Monkey Grip Sizzle Patches with the "souped-up" Sizzle Board!

## MONKEY GRIP SALES COMPANY

5320 HARRY HINES BLVD. • DALLAS, TEXAS





# ***KELSEY-HAYES***



**KELSEY-HAYES WHEEL COMPANY**  
DETROIT 32, MICHIGAN

**PRODUCTS:** Wheels—Hub and Drum Assemblies—Brakes—Vacuum Brake Power Units—for Passenger Cars, Trucks, Buses—Electric Brakes for House Trailers and Light Commercial Trailers—Wheels, Hubs, Axles, Parts for Farm Implements.  
**PLANTS:** Kelsey-Hayes Plants in Michigan (4); McKeesport, Pa.; Los Angeles, Calif.; Davenport, Iowa; Windsor, Ontario, Canada.



## Pays to Pull Wheel

(Continued from page 45)

both riveted and bonded linings. It has a brake drum lathe to take care of scored drums.

Some customers complain about high prices and the poor quality of brake lining when the shop recommends a brake job. But that is to be expected in any type of automotive service. Frequently a little personal attention and conversation will straighten the matter out.

Brown recalls the time the shop

foreman found the lining almost gone although the speedometer of the car showed less than 10,000 miles. The foreman asked the lady owner of the car if the mileage was correct. When he found that it was, he probed a little into her driving habits.

It was then that he discovered that she lived at the top of a steep hill and had to brake the car for a good four blocks very time she left the house. When told that this could easily be the cause of worn linings, the lady laughed and said:

"Well, I'm certainly not going to move. Fix the brakes."

Brown believes that brake inspection and service is the best "reader" the shop has to offer today, since the design of today's engines and the regular maintenance many owners give their cars have reduced the volume of some services.

"Customers want good brakes," Brown said. "Safety campaigns in recent years have helped to educate them in the importance of good brakes."

"Attention to brakes can help a shop maintain good volume and a good name with its customers. That's why we're sold on our 'pull-the-wheel' program."

## Body-Shop Operations

(Continued from page 69)

these eccentrics have been changed from the friction type to the threaded type with nut and lock washer.

**Clutch control tube and lever assembly**—To eliminate freezing of the lever and ball stud, a lubrication fitting has been added to the tube on Model 4-75 station wagon and station sedan and the Model 685 passenger car.

**Cylinder-head gasket, four-cylinder F-head engine**—To improve cooling when a cylinder-head gasket is installed on an F-head four-cylinder engine, be sure to use gasket, part No. 807306, with a larger water passage. Drill out the water passage hole between Nos. 2 and 3 exhaust valves, both in the cylinder block and cylinder head, with a 5/16" drill. Place grease on the end of the drill to catch any chips and avoid getting them in the cylinder-block water passage of the engine.

**Front axle assembly—473-4WD trucks and 4x473 station wagons**—On the above models the factory is using Rzeppa front axle shaft universal joints exclusively. With these joints the maximum turning angle is increased to 30°. In the Model CJ-3A Jeep the turning angle is limited to 24°.

**Overdrive governor boot—Aero-Wing, Ace and Lark**—On vehicles not so equipped use boot, part No. 807239, to prevent moisture from entering the overdrive governor. To install the boot cut away two inches of the loom which protects the governor wire at the governor end.

**Piston—six cylinder engines**—To provide increased strength for

**Just what you need  
to make more  
money on  
FLEXIBLE  
LINES**

## IMPERIAL "Broad Coverage" MERCHANDISER

**RIGHT AT YOUR FINGER TIPS!**  
All the most needed flexible gas and oil lines are included in this 3-color steel rack. Simplified label makes lines easy to find. Comprehensive wall chart included. **THE MARKET IS BIG.** Write for Bulletin 370-B for helpful selling suggestions.

**No. 163-FT merchandiser with 21 lines**  
—covers over 90% of all jobs.

Net to Dealer.....\$14.58

**Ask for Catalog No. 124**

THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, Ill.

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**IMPERIAL**

Brass Fittings • Flexible Lines  
Shut-Off Valves • Barrel Faucets  
Tubo Working Tools • Service Aids



# Top Performance Tested and Proved By Car Engineers!

## ROCHESTER CARBURETORS

Rochester carburetors are built to General Motors standards. Count on them for top performance! Rochester advance-design carburetors have met every test of efficiency conducted by Rochester and General Motors engineers . . . have proved their superior performance in new cars.

*ORIGINAL EQUIPMENT FOR...*

**CADILLAC • CHEVROLET  
OLDSMOBILE • PONTIAC "6"**

*ROCHESTER CARBURETORS*

A GENERAL MOTORS PRODUCT



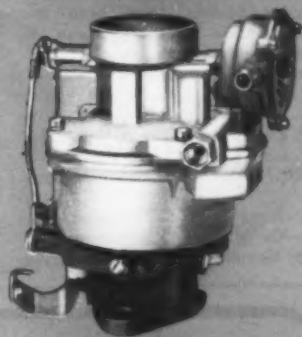
A UNITED MOTORS LINE

*DISTRIBUTED BY WHOLESALERS EVERYWHERE*



### ROCHESTER PRODUCTS

DIVISION OF GENERAL MOTORS, ROCHESTER, NEW YORK



#### AN EVER-EXPANDING REPLACEMENT MARKET

Original equipment on four great cars insures a replacement market that grows bigger each year. Owners of millions of Chevrolets built in the last 20 years are prospects for the new manual-choke 1952 Chevrolet carburetor—for standard shift passenger cars, light trucks. Use the new automatic-choke carburetor on all Powerglide models. Use Rochester carburetors with confidence—give your customers 1952 carburetor performance.

#### Operation and Maintenance Manual—

complete treatise on carburetion and carburetor service, profusely illustrated—available to servicemen, technicians and students. Price \$1.50.



higher speeds and power, both the wall and head thickness of the six-cylinder pistons have been increased. The new pistons can be used for service in place of the old type, but must be used in sets of six because of balance and vibration. This change became effective with engine No. 26297 on the Model 6-73 station wagon and engine No. 11708 on the Model 685 passenger cars.

**Steering gear**—685 passenger car—On Model 685 passenger cars both Germmer and Ross steering

gears have been used.

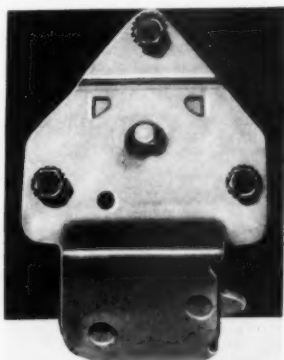
**Fuel pump**—Carter fuel pumps are now used as standard equipment on the Aero Wing. The Carter fuel pump with the booster may be purchased as extra cost equipment, and is mandatory extra cost equipment in some states at this time.

**Wheels**—Aero Ace and Aero Wing—To eliminate hub-cap creep and possible loss of a hub cap, a projection has been added to the rim and a notch was added to the finger in the hub cap.

## Plymouth Makes Change In Deck-Lid Lock

A NEW rotary-type deck-lid lock and catch assembly has entered production on Plymouth P22 three-passenger coupes and all P23 Detroit-built cars, according to *Plymouth Product Information News*.

The assembly permits the deck lid to be closed and latched when



the lock handle is in "locked" (horizontal) position simply by pressing down firmly on the lid.

A water drain hole is located in the lower sill catch depression. A few early-production cars were built without this drain hole. In such cases, punch two 5/32" holes through the center of the lock catch depression in the deck lid sill panel.

## Willys Production Sets New Six-Month Record

THE largest dollar volume of production and shipments in the history of Willys-Overland Motors, Inc., was reached in the six-month period ending March 31, President Ward M. Canaday reported last month.

Sales for the first half of the fiscal year were \$150,061,218, an increase of 53.5 per cent over sales of \$97,739,004 in the six months ended March 31, 1951. Civilian shipments accounted for more than half of the latest six months' sales, Canaday said.

## Bell Elected at DeLand

I. F. "Bo" Bell of Bell Motor Co. has been elected president of the DeLand (Fla.) Automobile Dealers Association. William E. Holler, Jr., is vice-president and J. F. Nahm is secretary-treasurer.

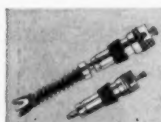
# PRECISION Machined

(not stamped or molded)

**Acme Valve Caps** are precision machined from solid brass rods, knurled and nicked. They're heavier, sturdier, more air-tight. Models for any type valve. Send for complete catalog No. 1003.



Acme Valve Cap No. 301 for straight valves.



**ACME VALVE CORES**  
Equal to or better than other leading brands, by independent test!



**ACME TIRE GAUGES**  
Rated among Top Two by leading testing organization. (Shown: No. 525 and No. 515)



**ACME AIRLINER**  
The 3-in-1 Gauge. Inflation, deflation, gauge. A "must" for a busy station.

**ACME VALVE CAPS**  
AND OTHER AIRLINE ACCESSORIES  
**ACME AIR APPLIANCE CO., INC.**  
100-120 Hinsdale St., Brooklyn 7, N. Y.

STICKY VALVES!

VARNISH!

MISSING!

SLUGGISH!

GUMMY  
DEPOSITS!



**DON'T let  
this happen  
to your  
customers!**



*Even meets military standards  
for heavy duty engine oils  
used in tanks, trucks  
and transports.*

**Drain & Fill** their Crankcases now  
with Custom-Made **HAVOLINE**

Read these **FACTS**...*you'll see why!*

**FACT ①** Heavy-duty motor oil is now being used at car manufacturers' plants ...on their proving grounds...in their factory driveaways.

**FACT ②** Many new car manuals now specify heavy duty motor oil.

**FACT ③** Custom-Made HAVOLINE is a heavy duty (high detergent) motor oil... even exceeds heavy duty requirements.

**FACT ④** Custom-Made HAVOLINE has proved itself a preventive of sticky valves, gummy deposits, etc.

**The Texas Company**





## Let Customers Gawk

(Continued from page 52)

their favorite mechanic, ask where he is. They want to talk to that mechanic, not to me."

After the customer has talked over his car's problem with the mechanic, he makes arrangements with that mechanic to do the work.

"The mechanics make their own estimates," said Robeson. "They act as their own service salesmen. They write up their own job ticket and take it to our parts man to

fill. That job ticket later will be filled out with labor charges when the job has been completed. Each mechanic does this on his jobs."

The customer picks the one mechanic he prefers to have work on his car.

"We have regular customers who wouldn't think of having any mechanic but 'Our Joe' touch their car. They know Joe. Maybe Joe was recommended to them by a very close friend. They feel that by getting acquainted with him, he will be a friend in whom they can place full confidence."

The same procedure holds true with fleet owners. Every fleet owner specifies that only a certain mechanic work on his trucks. And this is due, in most cases, to the drivers swearing allegiance to their favorite mechanic.

"If the customer asks a certain mechanic with whom he deals to get his car out at a specific time," said Robeson, "the mechanic will work until 11 p.m. to get it out, if necessary, and no grumbling."

Another thing, Robeson said, is that when the customer is permitted to deal directly with the mechanic, he is less apt to get the idea that he is being sold something he doesn't need.

"Our mechanics work on a percentage of customer labor," Robeson said. "Last year they averaged more than \$4,000. Talking with customers did not lessen their wages, judging by what mechanics are making locally."

By all indications, this year's volume is going to top last year's. "We were running 20 per cent ahead last year's figures for the first three months of 1952," Robeson reported.

## Clayton Opens School On Dynamometer Use

A TRAINING school for dynamometer operators is now permanently housed in the Detroit branch building of Clayton Manufacturing Co., situated at 4620 Oakman Boulevard.

Intensive one-week courses on tune-up and diagnosis will be available to mechanics from dealerships and independent garages in the East and Midwest.

A session will start the second Monday of each month, according to Larry Vaughn, director of training. Between regular courses, special courses will be given to meet the needs of individual dealer organizations and groups.

## Rolls-Royce Doubles Car Sales in U. S.

SALES of Rolls-Royce cars in the United States doubled in the first four months of 1952 as compared with the same period of last year, B. A. Vantier, overseas representative, said in Dallas, Texas, recently.

The firm produces only 1,000 units annually, Vantier said, and sells about 100 of these in the United States.

**For Safety... For Speed  
And Above All  
For Long-Life Dependability**

# AJAX QUICK SERVICE JACKS



**No. 2767**  
1½-TON HYDRAULIC QUICK SERVICE JACK  
"Leak-Proof" Power Unit  
... Overload Safety Valve  
... Direct Action Release Control ... 16½-in. Power Rate

● You can't beat these famous Ajax "quick service" jacks for safe, dependable, all-round service. They are compact, light, easy to operate—packed with time-saving, profit-boosting features. For example, the armor plate steel chassis is specially reinforced against twisting and weaving under load. And the rugged malleable cap is held level at all times by powerful lifting arms.

These hardy, durable, quick service favorites are characteristic of the complete Ajax line—where quality in design, materials and construction is uniform, to assure maximum trouble-free service at minimum maintenance expense. In times like these, you'll find it more important than ever before to standardize with one source, your dependable source, for lifting equipment that will outlive the "emergency."

AJAX AUTO PARTS CO. - RACINE, WISCONSIN



**No. 2711**  
1-TON MECHANICAL QUICK SERVICE JACK  
Armor Plate Steel Chassis  
... Rugged Malleable Cap ... Overized Wheels  
... 14½-in. Power Rate



**No. 2709**  
"SILVER HORSES"  
Low cost adjustable axle supports for major maintenance jobs.

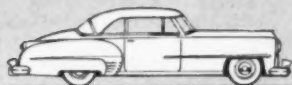


AJAX HYDRAULIC SERVICE JACKS  
No. 2782—2 tons capacity  
No. 2784—4 tons capacity  
Precision engineered for superior performance.



AJAX HYDRAULIC JACK FLUID  
Scientifically Compounded. Non-corrosive oil alloy. Ideal for all hydraulic jacks.

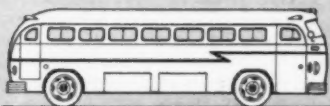
**AJAX—"THE COVERAGE LINE" OF DELUXE QUALITY JACKS**



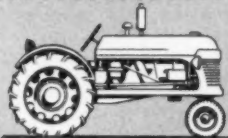
FOR PASSENGER CARS



FOR TRUCKS



FOR BUSES



FOR TRACTORS

# IT'S EASY

## Guide

### THE BRIGHTEST NAME IN AUTOMOTIVE LIGHTING

It's easy to get started with Guide—easy to stock and easy to sell. Guide is the volume line—the complete . . . the quality line! Guide is original equipment on nearly half the cars that pass your door. Think of this huge, pre-sold market! So—start now. Call your Guide Lamp wholesaler today!

#### IT'S EASY TO GET STARTED WITH ANY OF THESE UNITED MOTORS LINES

DELCO Batteries  
 AC GAUGES, Speedometers and  
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 ROCHESTER Cigar Lighters  
 HYATT Rolier Bearings  
 INLITE Brake Lining  
 HARRISON Heaters  
 GUIDE Lamps  
 DELCO Clocks  
 NEW DEPARTURE Ball Bearings  
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#### Guide THE COMPLETE LINE

Really complete! For Guide Lamp supplies not only all types of lights for all types of vehicles, but also offers a complete line of accessories—spotlamps, fog lamps, mirrors, backup lamps, turn signals.

#### Guide THE ORIGINAL EQUIPMENT LINE

Almost half the cars, trucks and tractors in use today have original equipment by Guide. To you as a dealer that means a pre-sold market measured in millions.

#### Guide THE QUALITY LINE

As like as two peas in a pod—Guide original equipment and Guide replacement units are built to the same high standards of quality, are subjected to the same careful inspections, set the same high standards of performance. They are identical.

#### Guide THE UP-TO-DATE LINE

The latest technical information—sent to you the moment it comes off the press. Service facts and instructions keep you abreast of the latest developments.

### GUIDE LAMP

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

## 'Tis True in Tulsa

(Continued from page 53)

work is done right. And the average customer of an independent will deal only with the boss. Half a block from Carter's place is a big dealership, where the same individual would explain his wants to a service salesman.

John Carter bemoans the apparent increasing scarcity of competent mechanics. He has tried many who said they were good mechanics, but "were not even good parts ex-

changers. When a man can't put a fuel pump on right, he isn't a mechanic," says Carter.

This independent thinks something should be done toward the production of more, better-trained mechanics. To this end he is an active member of the Tulsa association of independent garage owners, but the association has not yet found the answer for this problem.

In addition to the two principal policies mentioned, Carter observes several other rules that have made him many friends in Tulsa, espe-

cially among competitors, big and little. He says he can get about anything he wants from any other independent or any dealer, explaining:

"I never knock a dealer, his car, or any other independent shop. My position is, there's enough business for all of us. If I say anything about a car a customer brings in, I say it just happened to be a bad one."

## Aluminum Car Cable Becomes Available

**A**UTOMOTIVE electrical cable made of aluminum wire is now being produced for automotive fabricators by Kaiser Aluminum & Chemical Sales, Inc. It is designed for use between the solenoid and starter motor or generator, depending on the circuit.

The cable is stranded with all-aluminum EC grade wires of special temper to standard sizes required by the automotive industry. In the No. 10 AWG size, for example, the cable is made up of seven bunches, each containing 38 strands of No. 24 AWG wire.

The cable is covered with neoprene. Fabricators cut the bulk cable to length and fit it with terminal lugs.

## Garnder Succeeds Power As Lyon Chairman

**H.** A. GARNDER has been elected chairman of the board of Lyon Metal Products, Inc., succeeding the late Earl D. Power. H. B. Spackman, president, was named chief executive officer of the firm.

J. M. Olesen, general sales manager, has been elected vice-president.

## Elmer Sanborn Addresses Atlanta Fleet Men

**E**LMER E. Sanborn of the Southeastern district of National Carbon Co. addressed the monthly meeting of the Fleet Superintendents Association, Atlanta, Ga., at the Gridiron Grill May 13.

His illustrated talk dealt with the engine cooling system.

## Priest Dies at High Springs

William Jefferson Priest of Priest Motor Co., High Springs, Fla., died recently after a short illness. He had been the Ford dealer in High Springs for 37 years.

## SELL YOUR CUSTOMERS ORIGINAL PERFORMANCE



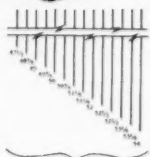
WITH **VMC**\*

FACTORY METHOD  
REMANUFACTURED

**ARMATURES**

### RANDOM WOUND

Greatest Load on Shortest Coils  
1879002 Armature

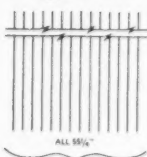


116 1/4" Less Wire

1. 14 Windings of Varying Length & Weight
2. Improper Circulation of Air
3. Wires Criss-Crossed, Shorts Out Quickly
4. Not Wound to Original Specifications
5. Lower Output and Short Life

### VMC WOUND

Load Evenly Distributed  
1879002 Armature



116 1/4" More Wire

1. Preformed Coils
2. 14 Coils of Same Length & Weight
3. Ample Ventilation & Air Circulation
4. No Crossed Wires in Slots
5. No Shorts—No Grounds—Longer Life

Today's automobiles demand higher generator output. The manufacturers' answer is the Ventilated Matched Coil Armature. The VMC armature is built to meet original specifications of wire size, number of turns, and high efficiency. The VMC factory method of remanufacturing armatures insures uniform quality and precision production. The VMC armature is a guarantee of longer life and trouble free performance. Always specify VMC generator armatures.

NATIONWIDE



**BUY THROUGH YOUR JOBBER**

\*Ventilated Matched Coils—Carter Coil Company, P. O. Box 43, Sta. D, Atlanta, Georgia



Top mechanics say it... Fleet owners say it...

"Whenever you take out an oil seal,  
always replace it with a new one..."

With National service stocks, you have the right seals when, where you need them. Cabinet comes with the deal, jobber keeps stock up. Stocks "tailored" for different needs. Ask your jobber, today!

Service stocks to fit your needs



#5512 For lube stations. 58 popular front wheel seals.

#5511 For garages. 114 fast moving front, rear seals.



Support this industry wide program

...and be sure the new seal is a National! You'll do a better job in less time. And if you take a moment to show him, the car owner will appreciate it. Keep an old seal on hand. Show the customer where wear occurs, explain how important new seals really are. You'll make a friend of the car-owner and build your reputation for good work. Replace with new National Oil Seals—every time!

**NATIONAL MOTOR BEARING CO., INC.**

General Offices: Redwood City, Calif. Plants: Redwood City, Calif.; Van Wert, Ohio

2394

**NATIONAL**  
OIL AND GREASE SEALS

Approved original equipment for all cars, trucks, busses and tractors.



**INDEPENDENT**

- 1** A well balanced stock of genuine Chevrolet precision-built parts, *that*
- 2** Help raise your service efficiency, *and*
- 3** Help increase your customer satisfaction; *plus*
- 4** Expert help in solving your service problems.

**Your Chevrolet Dealer is ready,  
willing and able to give you all**

**4**



SERVICEMEN...

# Big Reasons...

*why*

it pays to deal with your  
**CHEVROLET DEALER!**  
... your partner in service



*More than 1 out of 4*  
vehicles on the road  
is a Chevrolet!



Be prepared for this constant, profitable service market by ordering Genuine Chevrolet parts from your Chevrolet dealer NOW!



## Effective Shop Publicity

(Continued from page 44)

Williams checked the new customers who visited his shop and a survey showed that a large percentage, at least 65 per cent, were attracted by the wrestling broadcasts. "That, coupled with the basic fact that we always do quality work to keep the trade we have, mainly accounts for our steadily increasing volume," Williams declared.

To completely follow through on the wrestling broadcasts, the firm's

calling cards and even its Christmas cards are done up in a comic wrestling style.

Williams, who works in complete accord with Amarillo wrestling promoter Dory Detton, said that most of the benefits reaped from the public-relations and ad program he has instituted could be enjoyed by automotive men in other communities. "It's simply a matter of taking part in any sports program you have a sincere interest in," Williams explained.

Not that he believes that every

garage owner and car dealer should or could become a wrestling expert. He feels that many could build a highly beneficial program by taking an active part in the sports program they enjoy most and getting themselves identified as somewhat of an authority to the fans of that sport, depending on the locality.

For example, he said that a man who really enjoys fishing could build a very similar program along that line, and what is very important, one he would derive a lot of sincere pleasure from. "A fisherman would drive clear across town to have work done on his car where he could swap fish yarns with a fellow angler," he figures.

And a radio program could be worked in the campaign by sponsoring a weekly fishing club of the air. Chances are that such a program would pack in angler-customers just as Williams' wrestling program has done in Amarillo.

"The all-important thing is that the owner must choose a sport that he is sincerely interested in," Williams said. "Then the program will pay off double returns, first from the standpoint of honest enjoyment and again in additional dollars in the cash registers."

## Pontiac Division Honors Top Parts Managers

WITH Elmer Moehlman of Hamtramck, Mich., leading parts and accessories managers from among more than 4,000 dealerships, Pontiac Motor Division recently presented its "Belt of Champions" awards, begun in 1949 to recognize leadership, efficiency and initiative.

Winners this year in the Southern and Southwestern zones included: Washington zone, Richard N. Maddock, Baltimore, Md.; Pittsburgh zone, Wilbur George, Spoerls Garage, Cumberland, Md.; St. Louis zone, Ray McIntyre, St. Louis, Mo.; Kansas City zone, Si Bush, Kansas City, Mo.; Charlotte zone, Harry D. Williams, Greensboro, N. C.; Atlanta zone, H. B. Webber, Jr., Miami, Fla.; Memphis zone, James D. Miller, Memphis, Tenn.; Oklahoma City zone, Floyd R. Holt, Oklahoma City, Okla.; Dallas zone, M. I. Olsen, Dallas, Texas, and Houston zone, Rudie Smith, San Antonio, Texas.

The net increase of 2,700,000,000 barrels in proved reserves of liquid petroleum in 1951 was the greatest one-year addition in the history of the industry.



**SC-2 IGNITION COIL**  
It's a Delco Remy type specially designed to meet the exacting requirements of today's modern engines. It fits eleven different models of passenger cars, trucks and tractors from 1942 to 1951. It's item number 26 in the "Basic 48".

**Sorensen's Basic 48**

## The Sure, Safe, Simple Way to Satisfactory IGNITION PROFITS!

### Without Overstock, Dead Stock or Obsolescence

Call your Sorensen jobber and learn how easy it is to get started on this amazing profit-producing program with "Sorensen's Basic 48".

**P. SORENSEN MANUFACTURING CO., Inc., WOODSIDE, N. Y.**

IGNITION PARTS • CARBURETOR KITS • CABLE & WIRE

# Perfection

## **CF** Clutch Plates



*assure customer satisfaction . . . profits for you!*

Look to your PERFECTION jobber for your clutch plate requirements. You can turn chatter and grief into praise and profits by standardizing on PERFECTION "CF" Clutch Plates.

These quality replacement clutch plates have patented formed and riveted cushioned springs designed to eliminate chatter and grab.

Other important features include balanced coil center spring which absorbs torsional vibration and transmission rattle . . . Full-flooring hub won't pull out . . . Plate is completed with jointless and endless cord-woven facing, with standard BLMA drilling.

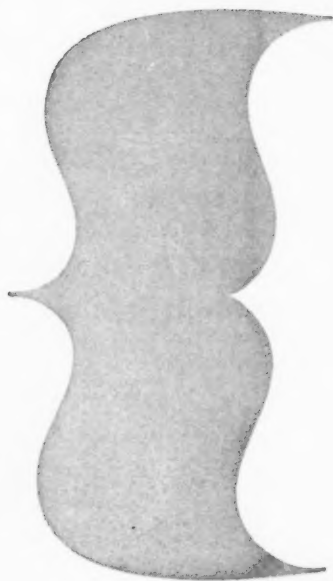
For details, consult your PERFECTION jobber, or write us.



*Perfection Gear Company • Harvey, Illinois*

PERFECTION PRODUCTS INCLUDE: Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cases, Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

# *The Best* is the



**BE A CHAMPION DEALER *IT PAYS!***

# ***Spark Plug Champion***

---

**IN PERFORMANCE** No other spark plug  
can equal Champion's record in open competition.

## **IN CUSTOMER SATISFACTION**

"America's Favorite" with automotive, aircraft,  
agricultural, marine and commercial users.

## **IN DEALER SATISFACTION**

More universal consumer acceptance means  
greater turnover, volume and profits.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



## "Lifetime" Automotive Greases Are Investigated in Oklahoma

CAR owners might not have to worry very much about lubricating their automobiles in the future. Experiments being conducted on the campus of the University of Oklahoma are designed to make lubricating necessary only a few times during the life of the average car.

"Recently - discovered types of greases, using new and improved materials, are much superior to the products currently in production, but have not been widely used due to their difficulty of manufacture," said Prof. Walter J. Ewbank of the School of Mechanical Engineering.

A research program in fuels and

lubricants is being conducted under the sponsorship of the Morehouse Industries of Los Angeles. New machinery developed by the California company is being used in the tests. Ewbank believes that through use of the equipment a better grease can be made available to the car owner.

"Due to the widespread interest in the improvement of lubricating grease, we have had also the cooperation of the Cato Oil and Grease Co. of Oklahoma City, the Archer-Daniels-Midland Co. of Cleveland, Ohio, and the Foote Mineral Co. of Philadelphia, who have furnished many raw materials for manufacture of the grease," Ewbank said.

The first project under study is the production of lithium hydroxy stearate greases. It is believed that the current research also will improve the special greases required for Army tanks and Air Force jet planes.



**"A CINCH  
TO INSTALL"**

**WEIGHS  
ONLY  
3½ OZS.**

... say service  
men who have used

**Rayclean  
GASOLINE  
FILTERS**

The easiest filter to install. Can be hooked up in less than 20 minutes without special tools. Just cut the fuel line any place and connect fittings. No brackets or support needed, the fuel line tubing holds the filter secure without vibration. Use one on your next job and see how easy it is to install.

The Rayon filtering element does a perfect job of filtering out rust and fine dirt particles, traps water and sediment. No by-passing. Large flow capacity makes frequent cleaning unnecessary.

**TRY ONE TO-DAY**

**Make gasoline filter installations  
profitable jobs.**

Installation on Oldsmobile Rocket, a tough job for anything but a Rayclean.

**See your jobber salesman**

**SPARKLER MANUFACTURING CO. Mundelein, Illinois**

Makers of industrial filters for petroleum and chemical products for over twenty-five years

### Jackson, Miss., Wins Pedestrian Award

JACKSON, Miss., has been given the top award for cities under 100,000 population in the 1951 national pedestrian protection contest sponsored by the American Automobile Association.

With more than 98,000 population, Jackson had no pedestrian traffic deaths for either 1950 or 1951, a factor in the judges' decision to give the city a grand award.

Seminole, Okla., received a first-place award in the 10,000-25,000 classification. York, S. C., was the winner in the group of cities with less than 10,000 population.

The states and cities are judged for their pedestrian death and injury record, their system of keeping accident records and their general pedestrian protection program, including education, engineering and legislation.

### James Farley Heads Up Truck Dealership

JAMES A. Farley, former U. S. postmaster general, is president of Farley-GMC Truck Co., Inc., which has bought the GMC truck dealership at 603 West 23rd St., New York City.

The new dealership took over facilities early in June. Farley is chairman of the board of Coca-Cola Export Corp., president of General Builders Supply Corp. and a director of several other companies.

RUDY'S VALLEY GARAGE

ONE OF LONG ISLAND'S  
FINEST SERVICE STATIONS

*Chooses* **ARO**

A gala welcome by civic leaders ... TV and radio stars ... and the whole community ... greeted the recent opening of Rudy's Valley Garage and Super Service Station in Manhasset, Long Island!

"We wanted the finest equipment throughout", says Rudy Schneider, owner. "That meant ARO for our lube department! Comparison showed ARO overhead reels and cabinet units outstanding in *eye-appeal* and *time-saving* features. ARO helps us *profit!*"

See your Aro Jobber.

The Aro Equipment Corporation  
Bryan, Ohio

Aro Equipment of Canada, Ltd., Toronto, Ont.

**ARO**

*The Leader!*

**LUBE EQUIPMENT**

Also ... AIR TOOLS ... HYDRAULIC EQUIPMENT  
... AIRCRAFT PRODUCTS ... GREASE FITTINGS



## How to Behave in the Nawth?

### McCleary Gives 'Em the Word

BEFORE the winning salesmen and customers in Genuine Parts Co.'s recent contest boarded the bus that was to take them to Indianapolis for the "500," D. L. "Mac" McCleary, editor of *Parts Pups* and contest director for the Atlanta firm, gave the men a booklet containing a schedule of activi-

ties and some hints on life outside the South.

The advice was, in part:

"The first thing you'll notice when crossing the frontier into the North Country is that the natives look and dress very similar to yourself. It's only when they talk that you realize the tragic shortage of

English teachers in northern schools and colleges. . . .

"A few of their quaint words and expressions, and their interpretation:

You'se, youin's or you . . . . . You-all  
Take, escort, haul . . . . . Carry  
Definitely, absolutely . . . . . Sho' nuff  
Hooch . . . . . Corn likker  
"We like Ike" . . . . . "We like Ike"  
"Taft has a chance" . . . . . "Sho' nuff?"  
"Russell has a chance" . . . . . "Sho' nuff!"  
Ultra-super-deluxe one-stop  
service station . . . . . Filling station  
Mush . . . . . Grits  
Potatoes . . . . . You'll have to  
ask which kind

"More than likely our first contacts with these strange people will be made in eating establishments, so it is here that we must exercise the utmost control and tolerance.

"For instance, for breakfast you will notice the absence of grits on your plate. In their place may be fried potatoes (Irish). Instead of biscuits you will be served loaf-bread toast. And I'm positive there won't be any chicken or ham gravy for your cantaloupe. Your eggs, unless you insist, will be served sunny-side-up, instead of scrambled.

"The waitresses—if waitresses—will swoon all over you when they discover you are from Dixie. And will immediately start dropping their 'r's' all over the place. Their awkward use of 'you-all' and 'honey-chile' will be quite amusing. You'll like it. But it's best at this juncture to point out to them that you are married, and like all Southern men, you are a gentleman and true to your women folks.

"Lunch (dinner) and dinner (supper) will have to be made out without such tasty Southern dishes as black-eyed peas, yams, corn-bread, collard greens, chittlin's, ham with raisin sauce, sow belly, etc. In their place you'll probably be served roast beef, mashed potatoes (Irish), T-bone steak, oysters, lobster, shrimp, apple pie, lamb chops, champagne, dime cigars and speeches.

"Conversations will have to be limited. And by all means shun such controversial subjects as politics. It's the wrong time of year—and the wrong year.

"You can be reasonably safe in talking baseball. However, the only teams a Hoosier knows anything about are in the American, National and Three-I leagues. . . .

"My only fear is that our folks won't be able to understand us when we return.

"Have fun, but keep your drawls on!"

Engineered to **OUTLAST...**  
Merchandised to **SELL FAST!**

**PLANET METAL**  
HYDRAULIC BRAKE HOSE

with  
"PERMA-GRIP"  
Fittings

A complete line of extra quality brake hose manufactured and tested to conform and exceed SAE Specifications. Planet's exclusive engineered features assure better performance and longer service. The hose is chemical resistant and remains flexible under all conditions.

PLANET fittings are made of steel. They are zinc plated and permanently attached to hose by PERMA-GRIP crimping (illustrated). Fittings are guaranteed never to come off hose. Every line is tested to insure free passage of brake fluid. Individually and colorfully packaged.

Rubber is forced into all areas by crimping (a sectional crimp) forming an additional seal.

Scratches in brass insert and in fitting itself prevents fittings from pulling off.

Steel and brass are banded together making it leak proof at this point.

Available in sizes to fit all cars and trucks

**PLANET METAL PRODUCTS CORP.**  
966 Dean Street • Brooklyn 16, N. Y.



# HERE'S THE EASY, LOW-COST WAY

TO GET INTO THE  
IGNITION BUSINESS!  
WITH **DELCO-REMY**

SMALL  
INVESTMENT!

SPECIAL  
ASSORTMENT  
OF FAST-SELLING  
DELCO-REMY PARTS

Delco-Remy electrical equipment is used on nearly half the cars, trucks and buses that pass your door! In this special Delco-Remy Assortment are some of the fastest selling ignition parts—distributor caps, rotors, contact sets, coils, condensers. With the assortment you also get an attractive display, which incorporates data on parts identification and application.

Every electrical service account should have this Delco-Remy Ignition Assortment. It's an easy, low-cost way to get started with Delco-Remy—the foundation of any service business. Contact your local United Motors wholesaler... for only a nominal investment you'll find yourself in the ignition business—with the leader!

**DELCO-REMY**

A GENERAL MOTORS PRODUCT



A UNITED MOTORS LINE

DISTRIBUTED BY WHOLESALERS EVERYWHERE

## Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION  
ANDERSON, INDIANA

PIONEER MANUFACTURER OF AUTOMOTIVE ELECTRICAL EQUIPMENT

SOUTHERN AUTOMOTIVE JOURNAL for JUNE, 1952

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W. A. Toms (left in right-hand photo), sales manager of the Southern region of Lincoln-Mercury Division, congratulates F. M. Scarritt (center), Scarritt Motors, St. Petersburg, Fla., and Lee Herlong, Leesburg Lincoln-Mercury Co., Leesburg, Fla., on their election to represent the region at the national council. Dealers attending the regional council in Atlanta that chose them are shown in other photo.

## NEW "RED-HOT" ITEM A FAST SELLER ALREADY



**SAVES BUYING NEW "THIRD ARM"  
IMPROVES STEERING, EASE OF HANDLING**

- Corrects "Shak" in Steering Line.
- Enables Your Mechanic to Make Accurate Steering Gear Adjustments.
- Makes Car Steer and Handle Like New at High Road Speeds.
- Excessive "Third Arm" Wear Compensated and Steering Made Easier.
- Road Sway in High Winds Less Noticeable.
- Excess Wear Prevented on King Pins — Tie Rod Ends and Other Parts of the Steering Line.
- Uses Original "Steering Third Arm" to Make the Repair.
- No Special Tools or Machine Work Needed to Complete the Installation.

**Restores Steering to Original Fine Operating Condition**

Made of Carefully Selected Materials, to Give Long Life and Freedom from Breakage. Tested and Proven by Thousands of Miles of Driving by En-

giners and Car Owners. For Chevrolet 1949-52 Passenger Cars.

For complete information on the Coleman Compensator, call, write, or wire



**NATIONAL MACHINE WORKS, INC.**

P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

### Trammell Hollis Dies In West Virginia

TRAMMELL Hollis, prominent in state and national dealer circles, died May 26 at his home in Martinsburg, W. Va.

Hollis was an NADA director from 1945 to last January and was a director of the Automobile Dealers Association of West Virginia.

### Ford's Dallas Parts Depot Dedicated June 5

DEDICATION ceremonies for the Ford Division's new Dallas, Texas, parts depot were held on June 5 with local and Detroit executives on hand.

Standing on a nine-acre tract, the depot—one of nine being newly-activated across the country by Ford—serves as the distributing hub for car and truck service parts and accessories to 445 Ford, Lincoln and Mercury dealers in Texas, excluding the Panhandle.

### Laredo Dealers Elect Barrera

A. Barrera, Jr., Pontiac dealer, has been elected president of the Laredo (Texas) Automotive Dealers Association. C. E. Wade was named vice-president and Robert Yeager was chosen secretary-treasurer of the group. Directors include Tom J. Dromgoole, A. E. Guajardo, P. H. Young, J. H. Walsh, Ramiro Ramirez, Jack Guerra, Jose Moser and John Snyder.





*They're dancing to*



# MAC'S PILSNER PREMIUM POLKA



**"Roll out the glasses...  
Roll out a Barrel of PROFITS!"**

*What a deal! What a Premium!  
It's Mac's Gift to you for '52!*

4 Libbey 10 oz. Pilsner Beer Glasses in the famous "Horseless Carriage" design when you order from your Jobber the following:

**4** Glasses with each carton  
of 12 MAC'S-IT KITS!

**4** Glasses with each carton  
of 12 MAC'S SPEED GLAZE!



The supply is limited as is the time limit on this exceedingly generous offer... and it is none too early to place orders now through your Jobber!

Summer is "Pilsner time" and you'll want several of these lovely sets... and for '52 Mac's-It Kits and Mac's Speed Glaze, the World's finest and most durable car finishes, are backing you up with SALES ASSURANCE, since we are launching the biggest advertising campaign in our history!



This Mac's-It Kit for dull dingy finish and heavy road scum.



For real Beauty in a hurry!

This Mac's-It Kit for newer cars or when finish is better than average.



**MAC'S SUPER GLOSS CO., LOS ANGELES 42, CALIFORNIA**

# Keep Up To Date. Send In The Card For . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

**102. TWELVE PAGE BOOKLET IN COLOR** illustrating two specialized materials for ODOR CONTROL in industrial house-keeping and plant sanitation work. Oakite Products, Inc., 22 Thames St., New York 6, N. Y.

**103. FOUR-PURPOSE AUTOMOTIVE CLEANER**—12-page booklet on Oakite Penetrant describes safe, economical way to (1) decrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 52F Thames Street, New York 6, N. Y.

**104. FACTS ABOUT SPARK PLUGS AND ENGINES**—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this booklet is to give you facts—to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Union St., Toledo 1, Ohio.

**105. WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN.** Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as full installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**107. HOW PYROL PROTECTS**—A pamphlet describing in detail the way in which Pyrol protects the moving parts of engines. Pyrol Co., La Crosse, Wisconsin.

**108. THE PERFECT CROWN.** Earle Estes Mfg. Co. is offering a 4-page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve-in-head engines. Earle Estes Mfg. Co., Union City, Ga.

**111. SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-080, Alameda Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

**112. CONTOUR SPACER RING**—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Wright Mfg. Co., P. O. Box 1063, Americus, Ga.

**113. FEATHERTOUCH**—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "In-the-blok" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

**115. THREE SERVICE MANUALS** covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., Owatonna, Minn.

**116. START & GO**—A colorful brochure describing the recent "Start & Go" test in which the Hester battery proved its amazing durability and recuperative power. Also contains data about the research, engineering, inspections and tests which are used in the manu-

facture of Hester battery for every need. Hester Battery Mfg. Co., Nashville, Tenn.

**117. SCHWAIGER'S NEW CLAMP LOCK NUT** will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwai-ger Mfg. Co., P. O. Box 154, Cullman, Ala.

**118. IDLER ARM ADJUSTER**—Descriptive literature about the D & V idler arm adjuster for center point steering assembly on 1949-52 Chevrolets. Eliminates front-end noise, excessive wear on steering assembly, road shim and car wear caused by idler arm. D & V Mfg. Co., 1953 Bessemer Road, Birmingham, Ala.

**119. RAMCO SERVICE MANUAL**—6th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**120. SAMPLE FABRIC BOOK**—of the Horeco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgeman Rubber Co., Farmington, Mass.

**121. "ARCWELL"** restored crankshafts are guaranteed: against defective workmanship, to be within mfrs. standard specifications, properly aligned & balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozzells Ferry Road, Charlotte, N. C.

**122. INSTRUCTION BOOK** and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

**123. PERMATAX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

**124. McCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., Ropelle at E. Grand Blvd., Detroit 11, Michigan.

**125. STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (42 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**127. HYDRAULIC BRAKE FLUID SERVICE—HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED** Easy reference book that contains helpful service instruction as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**131. BURD HANDY HANDBOOK FOR MECHANICS**—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

**133. SUPPLEMENT NO. 2 FOR CATALOG NO. 500-R**—Features more than 200 Champ-Item automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**135. HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS**—Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

**136. McCORD MUFFLER CATALOG**—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., Ropelle at E. Grand Blvd., Detroit 11, Mich.

**142. IGNITION**—Catalog on Automotive ignition parts, wire and coils backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

**144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK**—A simplified reference book for the operation, checking, tune-up and repair of auto, truck and tractor engines. Burd Piston Ring Company, Rockford, Ill.

**149. NEW PAMPHLET DESCRIBING UNIT CONSTRUCTION** of Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case Ball Seats and Special Pinion Bearing Assembly for Chevrolet cars, pick-ups and most GMC pick-ups. National Machine Works, P. O. Box 4305, Oklahoma City 9, Oklahoma.

**160. NEW BLACKHAWK PORTO-POWER CATALOG NO. P-50, AND PRICE SCHEDULE**—Includes "catalog of uses," covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

**161. WHIZ CATALOG NO. 48-C**—Describes the complete line of Whiz Automotive Chemicals designed to make cars run better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jersey; Toronto, Canada.

**162. WILLARD STORAGE BATTERY CATALOG**—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1, Ohio.

**164. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS**—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64, Airtex Automotive Division, Inc., Fairfield, Ill.

**175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORS**—Describes, for the first time, how an average mechanic can become a carburetor expert in one week, with the revolutionary "Hygrade Fingertip System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y.

**100. THE LAMSON NO. 40-A AUTOMOTIVE CATALOG**—A complete reference book on the most popular sizes of cap screws, nuts, lock washers, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, star bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring cotter bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 38th St., Cleveland 8, Ohio.

**101. SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Ellettsville, Indiana.

**102. BATTERY SERVICE MANUAL**—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

**103. WIRE & CABLE CATALOG**—A 84 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandise Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

**104. CATALOG** presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated with text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to description of the various points of sale also. Yankee Metal Products Corporation, Norwalk, Connecticut.

**105. SPARK PLUGS**—Condensed four page specification folder for passenger cars, including 1951 models. "Plug Check" Indicator and Data Book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Merchandise Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

**106. THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16 page handy pocket size edition with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., Long Island City 1, N. Y.

**107. "BEHIND THE SCENES"**—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. Standard Motor Products, Inc., Long Island City 1, N. Y.

**108. RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products, Inc., 1735 London Road, Cleveland 15, Ohio.

**109. OIL FILTER MERCHANDISER**—Three Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools . . . the Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

**110. AUTOMOTIVE BEARINGS**—Catalog 55-CB—a 53 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bros. Co., New Castle, Pa.

**111. COOLING SYSTEMS. WHAT YOU SHOULD KNOW ABOUT THEM**—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 880 S. Michigan Ave., Chicago 4, Ill.

**112. ELECTRICAL SWITCHES**—The 1953 Cole-Horse line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Horse Company, 30 Old Colony Avenue, Boston 27, Mass.

**113. THE ARTS OF SELLING SHOCK ABSORBERS**—A 24 page, pocket-size "brass tacks" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth. It gives full facts on shock inspection, selling techniques and important data on Pringshocks with patented patent and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Galcial Company, Cleveland 5, Ohio.

**114. FACTS ABOUT IGNITION COILS**—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Richlin Mfg. Co., 243 East St., New Haven 6, Conn.

**115. THE RICHLITE MFG. CO.** has available for distribution a color and fully illustrated 36 page catalog of exhaust detectors, rear view mirrors, inside door handle, clothes hangers, gas door guards and many other quality automotive accessories and parts. Richlite Mfg. Co., 3333 Indiana Avenue, Chicago 18, Illinois.

**116. ILLUSTRATED FOUR-PAGE COLOR FOLDER**—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2904 Commerce Street, Dallas, Texas.

**117. OIL FILTER & REFILL, RAPID REFERENCE CATALOG** has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-reference makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 133 Charles St., Meriden, Conn.

**118. WAGNER BRAKE PARTS CATALOG**—A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as Gold-X bonded lining elements available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6385 Plymouth Ave., St. Louis 14, Mo.

**119. COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING**—Blacks Catalog 101 is packed with 24 pages of spray painting equipment . . . everything required for automotive refinishing . . . spray guns, spray booths, air compressors, complete outfits, sstrators, respirators, hose and accessories. Also car washing guns, darning and cleaning guns. Blanks Mfg. Co., 5134 Carroll Ave., Chicago 12, Ill.

**120. NEW 32 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1688 S. Michigan Avenue, Chicago 4, Ill.

**121. BRAKE LINING**—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars.

commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Renter Corp., P. O. Box 448, New Castle, Ind.

**122. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS**—describes and illustrates the Signal-Stat and Flash Stat and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks, and buses. Signal-Stat Corp., 320-330 East Ave., Brooklyn, N. Y.

**123. CELLO GRILLE GUARD** catalog page showing the many types available for both cars and trucks from 1946 to 1952 models. Cello Products Co., R. Boston 25, Mass.

**124. CURVED WINDSHIELD INSTALLATION MANUAL**—32 page book explains removal and installation procedures for curved safety plate windshields and Tuf-Gel Plate Glass backlights. Well illustrated. Libbey-Owens-Ford Glass Co., Dept. 343, Nicholas Bldg., Toledo 4, Ohio.

**125. NEW FILKO IGNITION PARTS CATALOG**—Big 140-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, trucks, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F. & B. Mfg. Co., 4246 W. Chicago Avenue, Chicago 51, Ill.

**126. FOLDER DESCRIBING RAY-LIFT PORTABLE PNEUMATIC AUTO LIFT**—An attractive presentation of uses, specifications, and features of the Ray-Lift portable pneumatic Auto Lift for Cars and Trucks. Ray Manufacturing Co., 818 Arlington Ave., Turrence, Calif.

**127. DIRECTION SIGNAL SYSTEMS GUIDE** showing step by step procedure in servicing direction signal systems. Includes circuit diagram as well as TUNG-SOL flasher unit replacement chart. Tung-Sol Lamp Works, Inc., 95 5th Avenue, Newark 1, N. J.

**128. SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS**—Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaford, Power glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. The Bell Co., Inc., 697 N. Woodson Ave., Chicago 23, Ill.

**129. HYDRAULIC BRAKE WALL CHART**—Optical bond listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinders, master and wheel cylinder repair kits, stop light switches and brake hoses. Sa Automotive Corp., Middletown, Conn.

**130. PAY LOAD PROOF**—Also's new 86 page booklet on aluminum trailers. Performance records, weights, structural information. Write to Aluminum Co. of America, 670 (Dept. 4), Pittsburgh 19, Pa.

**131. SHOCK ABSORBERS**—A new shock absorber specification catalog, reduced to 8 pages, including complete alphabetical and numerical listings on shock absorbers for all makes and models of cars. Available through Monroe Warehouse Distributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

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SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.

Atlanta 5, Ga.

**344. LIGHTING ACCESSORIES**—Catalog sheets on auxiliary switch panels, toggle push and slide switches, truck and trailer switches, automotive electrical sockets, plus selling aids. Cole-Harvey Co., 24 Old Colony Ave., Boston 27, Mass.

**345. "DOLLARS FROM DIAGNOSIS"**—Tells how to set up and operate a profit paying Diagnostic Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest Sun Catalog! Sun Electric Corp., 6325 Avenida Ave., Chicago 31, Ill.

**346. NEW "QUICK REFERENCE" GASKET CATALOG**—Complete, easy-to-find listings of Fast-Fix Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fast Products Mfg. Co., 1593 Carroll Ave., Chicago 7, Ill.

**347. NEW AUBO JACK CATALOG**—Shows complete line of hydraulic and mechanical jacks, including Floor Jacks, Curb Jacks, Bumper Jacks, new Saf-Lift, lift-lift Jack and many others. 15 pages, fully illustrated with complete descriptions and specifications. Auto Specialties Mfg. Co., St. Joseph, Michigan.

**348. AUTOMOTIVE SAFETY LIGHTING DEVICES**—A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector fuses—all heavy duty equipment, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

**349. LUBRICATION CATALOG**—Complete line automotive lubricating equipment, including cabinets, guns, grease fittings, accessories, adapters, installation diagrams, installation instructions, technical data. Write Aro Equipment Corporation, Bryan, Ohio.

**350. FAULTY BRAKE**—Bad Brakes seem more accidents than any other mechanical defect. A free PEDAL BLOK is yours for the asking. American Brakeblock Div., 4615 Merrill Ave., Detroit 9, Michigan.

**351. NEW CATALOG** ready for distribution. A new four page folder illustrating and describing new Model "D" Automatic One-End Lift. Automatic Steel Products, Inc., Canton, Ohio.

**352. V BELTS**—Full information and catalog on "Factory Fresh" V Belts, V Belt Displays, etc. Durkee-Arwood Co., Dept. RA8, Minneapolis 18, Minn.

**353. TIME SAVING, LABOR-AIDING IMPACT TOOLS**—Price list, complete details on electric impact tools, sockets and accessories, and thirteen common jobs where impact tool can save up to 50% of time required by hand wrenches. Ingersoll-Rand Company 11 Broadway, New York 4, N. Y.

**354. HIGHWAY SAFETY EQUIPMENT**—A two color, twelve page presentation of the entire Anshus Line. Includes the new Anshus Mirrors and Stop Lites. All items are clearly

described and plainly numbered with carton packing and shipping weights. Kalancon punched. Write for your supply. Anshus Force Offer Co., Fort Madison, Iowa.

**355. FAST-SLOW BATTERY CHARGER**—An 8-page booklet describing a new car in simplified battery charging together with features of new Fox Power Charger. Fox Products Co., 4720 N. 18th St., Philadelphia 41, Pa.

**356. "FACTS OF LIFE—ENGINE LIFE"** 16 page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated. Gives the complete story on oil additives, also selling tips and instructions for use. Castrol Division, Hastings Manufacturing Co., Hastings, Mich.

**357. TOOL ASSORTMENTS**—5 catalog pages covering—4 in 1 Toolmaster Assortment, Wrench Dispensing Assortment, Plier and Screw Driver Assortment, Socket and Adapter Assortment, and Roller Catalysts and Tool Chests. Metal Engineering Co., Parma, Ill.

**358. GASOLINE FILTER**—Fully illustrated catalog inserts describing the Sparking "Regulator" gasoline filter. Cross section and installation photos show improved "no channeling" filter element. Can be easily installed in either horizontal or vertical position. No special fittings. Sparking Mfg. Co., 169 Lake St., Mundelein, Ill.

**359. WINDSHIELD WIPER REPAIR WALL CHART**—Chart showing proper blade and arm specifications for all cars and trucks, flat and curved windshields, 1935-1953 models, inclusive—chart DM 543. Trium Products Corp., 517 Washington St., Buffalo 3, N. Y.

**360. OTC PULLING TOOLS ADAPTED TO HYDRAULIC POWER**—New Bulletin describing how the OTC "Power Twin" Hydraulic Puller with its "center hole" feature adapts itself to all OTC Pulling systems now in use. Illustrates methods for installing and removing . . . reducing time from hours to minutes. Also shows sets for conversion to hydraulic power, bench presses and the new "Hydrator" which brings tools to the job instead of job to tools. For free copy write Ovatonna Tool Company, Ovatonna, Minnesota.

**361. NEW AIR BRAKE MAINTENANCE BULLETINS**—Series of 3 bulletins each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Warner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Missouri.

**362. NUT LOOSE**—3 page folder describing Sordin guaranteed corroded parts removing solution, and other products including the bubble foam car wash and super solder. Sordin Mfg. Co., 3148 McGee Trailway, Kansas City 8, Mo.

**363. LEAVES WAX-REMOVES BUG JUICE**—Descriptive folder of 5 pages on bug juice remover also other Sordin lines including block and radiator seals and cleaners, rust in-

hibitor, floor mat and running board dressing. Sordin Mfg. Co., 3148 McGee Trailway, Kansas City 8, Mo.

**364. THE NEW DYN-A-LYNE**—Colorful, 4-page bulletin describing the new Manbe Alignment machine that revolves the wheels to measure alignment under true driving conditions. Also provides precision setting of centered steering position, and toe-in adjustment with the new Tractoscope. Manbe Equipment Division, 135 N. Wabash Avenue, Chicago 1, Illinois.

**365. TAIL PIPE REPAIR KIT**—A four-page color catalog describing the Quaker heavy duty, neoprene tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

**366. SIOUX TOOLS**—Illustrated and descriptive condensed 16 page Catalog No. 109-D of SIOUX Portable Electric Tools for Automotive repair and Maintenance. Alburtson & Company, Inc., Sioux City, Iowa.

**367. SOUTHERN FARM MARKET**—A state by state digest of Southern Farm statistics. Important figures designed to help you increase sales among farm trade. Farm & Ranch Southern Agriculturalist, Nashville, Tenn.

**368. BASIC FACTS OF WHEEL BALANCING**—A 4-page folder in color. Includes Principles & Purpose of wheel balancing, how to promote business with a Balancer. Precision Engineers Co., P.O. Box 80, 701 Helms Ave., Berkeley 10, California.

**369. DREW AUTOMOTIVE CHEMICALS**—A new attractive 4-page folder completely describing GLEN Car Polish, Drew Radiator Chemicals, Autoglyc Car Wash, Penetrating Fluids, Drew Hydraulic Brake Fluids, Duncal Degreasing Solvents, Drew Carburetor and Parts Cleaner and Duoform All-Purpose Cleaner are available from Automotive Chemicals Division, E. F. Drew & Co., Inc., 18 East 24th Street, New York 10, N. Y.

**370. FREE SAMPLES** of Dickey super car wash, best stain remover, chrome polisher, white slide wall cleaner and waterless hand cleaner available upon written request. Also 4-page booklet illustrating uses and applications of Dickey products. Dickey Mfg. Co., 719 S. Sarah St., St. Louis 10, Mo.

**371. "FACTS ILLUSTRATED,"** now being distributed by the Dura-Bond Engine Parts Company, clearly portrays in text and pictures the differences between the so-called "all round" camshaft bearing and its counterparts, the split and interlock types. Covered in this free booklet are such items as the difference in precision, methods of manufacture, profit comparison and other subjects. Dura-Bond Engine Parts Co., 725 Loca Verde Avenue, Palo Alto, California.

**372. GENERATOR, STARTER AND ARMATURE APPLICATION** data for all passenger cars through 1953 are described in catalog No. 51. Arrow Armature Company, 15 Fortinier Road, Boston 24, Mass.

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I want details on these New Products . . .

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4/53

List Items You Want.

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Now!

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is furnished.



# New PRODUCTS AND CATALOGS

## 700—Cushion Catalog

A catalog on "Comfort Cushions" for use in cars, trucks, homes, offices and sports has been issued by Seatmaster Co., 2635 S. Wabash Ave., Chicago 16, Ill.

Among the new numbers are a heavy-duty wedge-type trucks cushion



that can be used as a seat or back cushion and a reversible wedge cushion with convenient carrying handle.

Want more information? Use coupon on page 114 and you'll get it!

## 701—Hose Assortment

An assortment of flexible hose for truck, bus and industrial use has been placed on the market by W. J. Voit Rubber Corp., 1600 South 25th, Los Angeles 11, Calif.

The assortment contains 12 sizes of hose capable of replacing most applications on heavy-duty automotive equipment, the manufacturer stated. The hose range in size from 1 1/4" ID to 2 1/2" ID and from 8" to 24" in length. They are said to eliminate the combinations of metal elbows, rigid sections of straight hose and multiple clamps now required on some heavy-duty models.

Want more information? Use coupon on page 114 and you'll get it!

## 702—Chassis Dynamometer

A chassis dynamometer that can be installed quickly without excavation or structural changes of the building, even on upper floors, has been announced by Clayton Manufacturing Co., El Monte, Calif.

The C-49, as it is identified, is compact and flexible in application so that it is suitable for shops with limited floor space, as well as larger shops, according to a company announcement. It has a redesigned power-absorption unit with the capacity to handle passenger cars and standard single-drive trucks.

Energy delivered by rear wheels is converted into direct readings of

horsepower and speed in miles-per-hour. Speed and torque are multiplied electrically and converted into units



of delivered horsepower that can be read directly from a gauge with computation.

Want more information? Use coupon on page 114 and you'll get it!

"I use Tung-Sol lamps by the millions"

NEW CAR MANUFACTURER

IF HE LIKES 'EM, THEN THEY'RE THE LAMPS FOR ME

INDIVIDUAL CAR OWNER

## The toughest lamp buyers in the world use TUNG-SOL

Car manufacturers know lamps. They test them to beat heck. They watch results. They want no complaints.

That's why Tung-Sol's are the lamps that are used by most new car manufacturers for original equipment.

That's why you can recommend and sell Tung-Sol with enthusiasm and confidence to your lamp replacement customers.

Use Tung-Sol lamps to get your share of the huge \$72,000,000 annual lamp replacement business. Tung-Sol gives you a complete line — a lamp for every car, truck and bus — old or new.

Make double profit by installing lamps when you are doing other work, so you can charge for time as well as lamps.



Tung-Sol  
AUTO LAMPS

TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City, Dallas, Denver, Detroit, Newark, Philadelphia

TUNG-SOL makes All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes



### 703—Matched Colors

Factory-packaged colors to match all 1952 Nash and Kaiser specifications have been added to the line of the Automotive Division, Martin-Senour Co., 2520 S. Quarry St., Chicago, Ill.

Want more information? Use coupon on page 114 and you'll get it!

### 704—Steering Compensator

Coleman Compensator TO-77 for the 1949-52 Chevrolets, designed to correct slack in steering and save buying an entire "third arm" assembly, has been announced by National Machine Works, Inc., P. O. Box 4305, Oklahoma City 9, Okla.



The kit is said to make possible accurate steering adjustments and to prevent excessive wear on kingpins.

tie-rod ends and other parts of the steering line.

Want more information? Use coupon on page 114 and you'll get it!

### 705—Car Cleaner

Car-Plate Cleaner, developed especially for preconditioning the surface of cars for liquid wax, is now being produced by S. C. Johnson & Son, Inc., 1525 Howe, Racine, Wis.

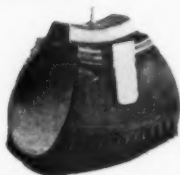
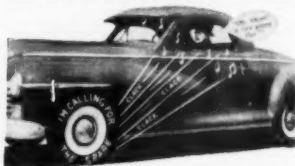
It is said to contain cleaning ingredients that loosen dirt and weather film, providing a solid anchor for a wax job. Although designed particularly for use with liquid waxes, it is effective for cleaning before application of other types of waxes, according to the manufacturer.

Want more information? Use coupon on page 114 and you'll get it!

### 706—Tire Alarm

The "Lo-Air" tire alarm, designed to warn drivers with a clacking noise when tire becomes soft and before it goes flat, is now being produced by Reardon Products, 2109 S. Adams St., Peoria 2, Ill.

The metal device can be installed without tools, the manufacturer said,



and without removing tire. After car is jacked up and top of tire marked, the tire is deflated and the unit slipped into place. The units are available in passenger-car sizes and for light trucks with tire sizes up to 6:50.

Want more information? Use coupon on page 114 and you'll get it!

### 707—Degreasing Solvent

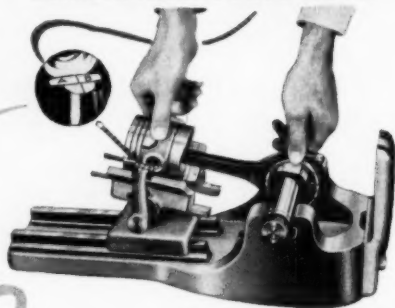
No. 7 degreasing solvent, designed to clean and brighten all kinds of metal without pitting or injury to the part, has been developed by Donn Chemical Co., 1417 East 61st St., Chicago 37, Ill.

In addition to cleaning carburetors and other parts in a short time, the compound reportedly is effective as a motor-flushing solvent. When poured into a crankcase, it destroys the lubricating value of motor oil and converts it into a flushing oil, according to a company announcement. Heat from the motor causes vapors that help to clean inside of motor.

Want more information? Use coupon on page 114 and you'll get it!

# Lisle

THE ONLY  
**ROD ALIGNER**  
WITH POSITIVE INDICATOR WHICH  
ELIMINATES GUESSWORK



- ★ Checks for both Bend and Twist.
- ★ Straightens Rods Quickly, Easily.
- ★ Operates with or without piston on rod.

**TRY IT BEFORE YOU BUY IT ON  
LISLE "LEND LEASE"**

**LISLE CORPORATION**  
Box 1028, Clarinda, Iowa

it's a good tool...it's a



**JEEPERS CREEPER** now sold exclusively by LISLE

Millions more fibres to filter the oil! \*



many new features to help you sell!

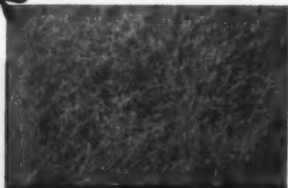
● You've never before had an oil filter cartridge like this—Hastings gets oil cleaner, keeps oil cleaner for a longer time.

Hastings developed an entirely new filtering material—Densite—made from many millions of specially-selected raw cotton fibres. There are more than *five million* of these springy, lively fibres in every ounce—and they're densely-packed, interlocked in every direction, distributed uniformly throughout the cartridge. Each fibre works independently, exposing its entire surface to the oil.

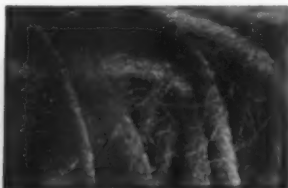
And the cartridge remains efficient until every surface of every fibre is completely coated.

Hastings developed a stronger, functionally-designed metal container, too—with no loose parts, and no adapters required—easy to install and to remove.

Be the first in your territory with this new, truly efficient oil filter cartridge. Send for illustrated catalog. Oil Filter Division, Hastings Manufacturing Co., Hastings, Michigan (Oil Filters, Piston Rings, Spark Plugs, Casite, Drout).



**DENSITE FILTERING MEDIUM\***—Note the extreme density of the fibres, the microscopically tiny openings through which oil must travel, the tremendous surface area of fibres to which dirt adheres.



**COTTON WASTE TYPE MEDIUM\***—Note the comparatively large spaces through which oil and dirt may pass. Compare number of separate fibres and area of fibre surfaces.

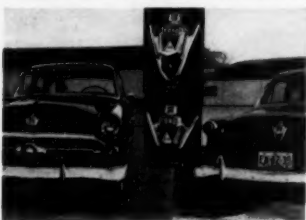


**PAPER PACK\***—Note the "spotty" construction, heavy in certain areas, sparse in others. Paper is only a few thousandths of an inch thick. Light spots indicate voids through which dirt particles may pass.

\*Each of the three photomicrographs above is enlarged 25 diameters.

### 708—Car Ornament

A car ornament to embellish the Ford crest on both front and rear of 1952 Ford passenger cars has been



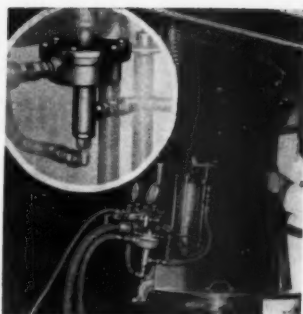
announced by Denton Hassel Manufacturing & Distributing Co., 739 W. 9-Mile Road, Ferndale 20, Mich.

The chrome-plated "V" is installed by removing the crest, placing the emblem under the crest and replacing the crest. No holes have to be drilled. The emblem is packaged in sets of two, one for the front and one for the rear.

*Want more information? Use coupon on page 114 and you'll get it!*

### 709—Surge Control

A surge control, said to eliminate build-up of high pressure and to make possible the use of a material-handling pump for smooth application of dif-



ferent types of materials, including undercoating, has been announced by Binks Manufacturing Co., 3112 Carroll Ave., Chicago 12, Ill.

Formerly, when an operator shut off spray gun, the pump continued to operate and a pressure higher than normal built up in the pump and hose, causing spurts of material to flow when he triggered the gun. The control automatically shuts off the supply of compressed air to the pump the instant the spray gun is closed. It starts pump operating again when spray gun is opened.

*Want more information? Use coupon on page 114 and you'll get it!*

### 710—Floor Mats

Vinyl floor mats for cars, designed for long wear and easy cleaning, are now available from Robbins Tire & Rubber Co., Inc., Tusculumbia, Ala.

In addition to protecting floor coverings from dirt and water, the mats can be used to protect clothes while kneeling to change a tire or placed under the wheel for extra traction in mud, sand or snow. The mats are resistant to grease and oil. Seven colors are available.

*Want more information? Use coupon on page 114 and you'll get it!*

### 711—Battery Meter

A lightweight meter for checking battery, starter, regulator or generator, small enough to be held in one hand, has been placed on the market



by Arrow Armatures Co., 15 Fordham Rd., Boston, Mass.

Designed to take guesswork out of trouble-shooting in the charging circuit, the meter is said to pinpoint trouble in a few minutes. It is easy to use, the manufacturer said.

*Want more information? Use coupon on page 114 and you'll get it!*

## Double-duty Clayton

STEAM CLEANER

RINSE  
as you  
CLEAN  
with the same  
MACHINE



LOOK AT ALL THE OTHERS and you'll decide on the new Model HR Clayton dual-purpose Steam Cleaner. No other cleaning machine has so much, or does so much, for so little. Mail the coupon today and get your FREE copy of a book that shows you, step by step, how to make real profit out of your wash rack by installing a Model HR Clayton Cleaner.



Clayton Manufacturing Company  
Box 550, El Monte, California

SAJ-6

Send us a copy of your book showing how steam cleaning can be profitable for us.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CLEAN

RINSE



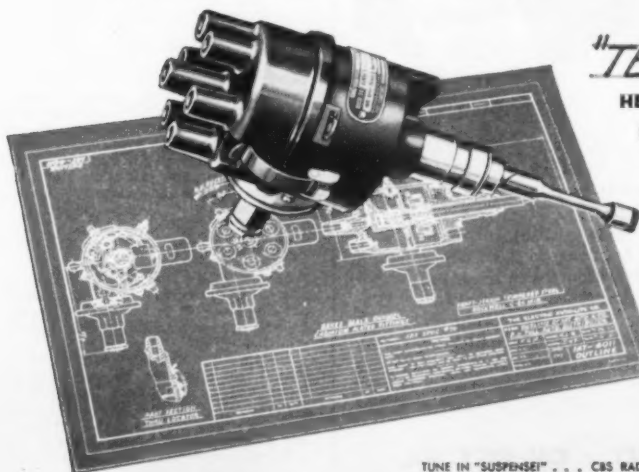
"I'm taking no chances with  
my reputation..."

*"Ever since I started in the service business some 25 years ago, I've listened to hundreds of 'odd brand' parts salesmen tell their pitch. It strikes me funny how many seem to stick to nothing but special price deals—forgetting to mention quality. Maybe I've missed the boat, but I've never been one for taking chances—especially where my reputation is at stake. Quality is important to me and my customers, and that's why I've always handled only original factory parts."*

William J. Schauble  
176 Oak Street, Ridgewood, New Jersey

The outstanding customer satisfaction Auto-Lite Original Factory Parts afford service men is proved by this fact: more than half of America's car makers specify Auto-Lite. Make the wise choice of original factory parts and protect your honest workmanship . . . and build your profits and your business. For full information, write direct to

THE ELECTRIC AUTO-LITE COMPANY  
Toledo 1      Parts & Service Division      Ohio



**"TESTED QUALITY"**

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FINEST ELECTRICAL SERVICE

ORIGINAL  
**AUTO-LITE**  
SERVICE PARTS

TUNE IN "SUSPENSE" . . . CBS RADIO MONDAYS . . . CBS TELEVISION TUESDAYS

## 712—Switches

A variety of Switch Paks, each containing six popular switches for replacement, is now being marketed by Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

Switches are mounted on a sliding panel that fits in its own individual package, reducing the chance that



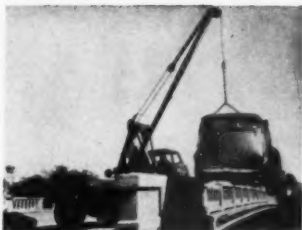
switches will be lost or misplaced. All switches are clearly marked for easy identification. There are 28 packs in the line, which contain heavy-duty switches, starter switches, headlight switches, toggle switches, rotary and push-pull switches and heater switches.

Want more information? Use coupon on page 114 and you'll get it!

## 713—Wrecker Crane

A Hydra-Lift crane with a hydraulically-powered boom, suitable for mounting on trucks 1½ tons or larger, has been placed on the market by Pitman Manufacturing Co., 300 W. 79th Terrace, Kansas City 5, Mo.

The unit has a loadline capacity of



6,400 pounds and a swinging boom that telescopes from 12' to 17' to 22'. Model "B," as it is identified, has an increased safety margin and lever controls for easier operation. The crane is shipped almost completely pre-assembled, the manufacturer said, cutting the time and cost for installation.

Want more information? Use coupon on page 114 and you'll get it!

## 714—Cooling Analyzer

A cooling-system analyzer and cleaner that permits visual on-the-car analysis is now being marketed by Choldun Manufacturing Corp., 11 W. 42nd St., New York, N. Y.

The operator can locate defective radiators, hoses, head gaskets, pet



cocks, freeze plugs, heater connections and other units, according to a company announcement. The cleaner gives a visual check of water-pump action. Check sheets that offer instructions for analyzing are supplied.

Want more information? Use coupon on page 114 and you'll get it!

## 715—Door Panels

Door repair panels for 1951-52 Chrysler, Dodge and De Soto models have been added to the line of Graver Industries, Inc., P. O. Box 4027, Cleveland 23, Ohio.

Because preliminary work is eliminated, as much as 50 per cent of labor costs and time can be saved on door repair, according to the manufacturer. Holes for trim and hardware are already drilled in the panels.

Want more information? Use coupon on page 114 and you'll get it!

# ONE NAME THAT MEANS everything FOR SAFE LUBRICATION



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across the board with  
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Pennzoil—accepted from coast to coast as the sign of quality motor oil—offers you a ready market for the complete line of Pennzoil products.

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**SAFETY  
SYSTEM**



Motorists buy brake lining to stop their cars *safely*. And they depend on you to supply it.

American Brakeblok, the *safety* brake lining, is your answer. It's built to respond instantly, dependably, under every driving condition.

It maintains maximum efficiency throughout its life. Gives the same safe, smooth, quick stops, when worn to the last few thousandths as when new.

American Brakeblok lasts longer, requires fewer adjustments. Gives an ideal pedal, neither too hard nor too soft.

Protect your customers. Save lives and property. And make a full profit. Recommend and install American Brakeblok, the *safety* brake lining. Phone your local American Brakeblok jobber.

**Protect them with**

**American  
Brakeblok**

**THE SAFETY BRAKE LINING**

**Brake Shoe**

**AMERICAN BRAKEBLOK DIVISION**  
DETROIT 9, MICHIGAN

### 716—Water Heater

A gas-fired, instantaneous water heater, thermostatically controlled, has been introduced by Quick Charge, Inc., 1750 N. E. 10th St., Oklahoma City 4, Okla.

Operating on any type of gas, the heater may be used for an automatic



unit to connect to building plumbing, a hot-water generator for car washing and miscellaneous purposes or for both simultaneously, the manufacturer stated. It is identified as Model QH.

Want more information? Use coupon on page 114 and you'll get it!

### 717—Lubricating Unit

Model 835 portable lubricator, designed to give complete lubricating service from limited space, has been introduced by Grover Smith Manufacturing Corp., San Gabriel, Calif.

The unit is equipped with two air-operated pumps, retracting grease and oil hoses, a gear oil meter and control and three guns. It provides space for two 35-lb. drums, tools and accessories. The cabinet is finished in white baked enamel and mounted on heavy-duty casters.

Want more information? Use coupon on page 114 and you'll get it!



### 718—Bug Deflector

A chrome bug deflector designed by the manufacturer to fit cars with hood moulding and those without hood moulding has been placed on the market by Autoware Manufacturing Co., Box 3647, Highland Park, Mich.

It measures 3" high.

Want more information? Use coupon on page 114 and you'll get it!

### 719—Sludge Syphon

A sludge syphon designed to clean the filter sump has been announced by Fram Corp., Providence, R. I.

The device is said to permit faster and more efficient changing of the



filter cartridge.

Want more information? Use coupon on page 114 and you'll get it!

## The Push-Button That Save Time...

*Treats the Engine Not the Oil*

**PREVENTS "Engine Ulcers"**

## 720—Babbitting Bulletin

"Hints on Babbitting Practice," a booklet outlining basic steps to prevent bearing failure, has been issued by Federated Metals Division, American Smelting and Refining Co., 120 Broadway, New York 5, N. Y.

It includes such items as choice of metal for a particular bearing application, correct pouring practice and in-service maintenance.

Want more information? Use coupon on page 114 and you'll get it!

## 721—Filter Kit

An oil-filter kit that is said to fit all Chevrolets from 1940 through 1952

has been added to the line of Fram Corp., Providence 16, R. I.

The kit features the Filcron filter



and easy-to-install lines. It is identified as F4-18AP2.

Want more information? Use coupon on page 114 and you'll get it!

## 722—Battery Charger

A combination 6-volt, 12-volt battery charger has

been added to the line of Quick Charge, Inc., 1750 N. E. 10th St., Oklahoma City 4, Okla.

Identified as Model Q-95C, the unit delivers 80 amperes when used to charge 6-volt batteries and will deliver 50 amperes when charging 12-volt batteries. The portable model, shown in illustration, can be moved to most convenient location for charging without difficulty. The charger is also available without the portable cart. This type is identified as Model Q-95.



Want more information? Use coupon on page 114 and you'll get it!

## 723—Thermostat Bulletin

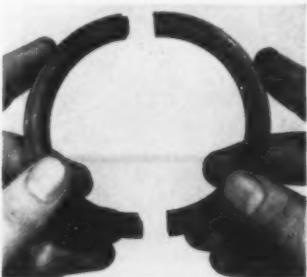
An illustrated bulletin on its line of Flexon automotive thermostats has been issued by Flexonics Corp., South 3rd Ave., Maywood, Ill. It contains application data for passenger cars through 1952, as well as applications in trucks, tractors and engines.

Want more information? Use coupon on page 114 and you'll get it!

## 724—Oil Seal

A positive, two-piece bearing-type seal to prevent oil leakage from rear main bearings of automotive engines has been introduced by Brummer Manufacturing Co., 1320 S. McKinley St., Chicago Heights, Ill.

Made of oil-resistant Hycar rubber, the lip-type seal is molded on a half-



circle U-channel metal band. By fitting two of these half seals around the crankshaft and tightening together, a positive seal is obtained, the manufacturer stated. The assembly is similar to that of the bearings.

Want more information? Use coupon on page 114 and you'll get it!

# Lubrication Twins Eliminate "Break-ins"

During engine re-assembly, use modern, time-saving lubricating methods. Simply spray all parts with the dgf 123 Pres-A-Luber for dry pre-lubrication and with the Miracle Power Pres-A-Luber for wet lubrication. Both contain colloidal synthetic graphite in suspension . . protect parts during "break-ins" . . prevent costly comebacks. Try the twin "Pres-A-Lubers"—you'll find they're a must for your work bench.

**THE AP PARTS CORPORATION**  
1737 AP Building • TOLEDO 1, OHIO  
Manufacturers of: MUFFLERS • PIPES • MIRACLE POWER • dgf 123



CAUSED BY DRY STARTING

## 725—Replacement Switches

Kit No. B-15, containing 24 popular replacement switches in individual cartons, has been announced by Cole-



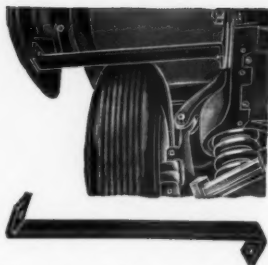
Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

The assortment includes heavy-duty switches, toggle switches, headlight switches and starter switches. The storage box can be used as a display with a colorful display board, either on counters or in windows.

Want more information? Use coupon on page 114 and you'll get it!

## 726—Support Bracket

A front-bumper support bracket for 1952 Ford cars, providing additional support at the ends of the front bumper, has been added to the line of Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.



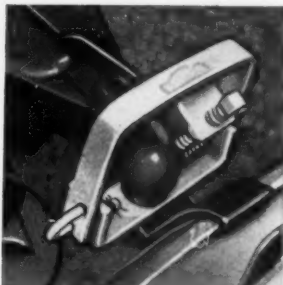
The extra rigidity guards against bumper end being pushed back and causing damage to front fender. The bracket is held in place to frame between standard bumper arm and end bumper bolts. It reportedly can be installed in ten minutes.

Want more information? Use coupon on page 114 and you'll get it!

## 727—Trailer Hitch

The Hitch-Lok, designed to prevent accidental unhitching of a towed trailer, has been announced by Traffic King Manufacturing Co., Box 234, Milford, Ohio.

The device is engineered to provide positive locking of the trailer coupler



on the hitch ball. It is said to give safe towing of any trailer, regardless of size. Built of steel plate, the unit can be attached to trailer hitch without special tools.

Want more information? Use coupon on page 114 and you'll get it!

## 728—"Hot-Rod" Instruments

The "Hot Rod" line of speed and engine-condition indicating devices, built specifically for "souped-up" cars, has been announced by Instrument Division, Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

The line includes a 160-mile speedometer, 8,000-rpm tachometer, oil-pressure gauge recording from 0 to 100 lbs. pressure, oil temperature gauge reading from 100° to 270° F., water-temperature gauge reading from 40° to 220° F., ammeter showing charging rate from minus to plus 30, a vacuum gauge reading from 0 to 30" of vacuum and a fuel-level gauge.

All instruments are available for independent mounting, as well as panel mounting.

Want more information? Use coupon on page 114 and you'll get it!

## HOLD THAT OIL!

Oil control, for maximum engine protection, demands precision—and the precision cam bearing is the "all round". It's the only true round, because there is no split or interlock to cause distortion.

To keep the oil where it's meant to be, always replace with "all rounds".

## DURA-BOND ALL ROUND CAMSHAFT BEARINGS

*Unquestionably  
the finest cam bearings  
ever made!*

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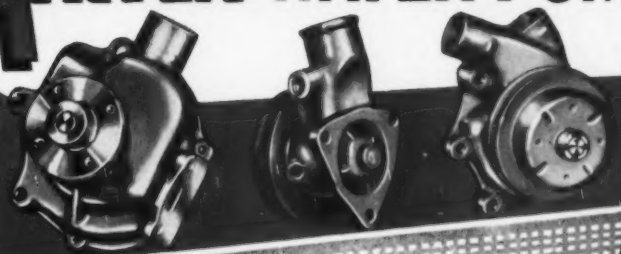
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# AIRTEX WATER PUMPS



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AUTOMOTIVE DIVISION

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The World's Largest Independent Manufacturer of Fuel Pumps

SOUTHERN AUTOMOTIVE JOURNAL for JUNE, 1952

125



## 729—Ring Sets

U-Flex piston rings in complete sets for Buick, Nash and International have been added to the line of Toledo Steel Products Co., 3300 Summit St., Toledo 11, Ohio.

The "balanced oil control" feature is said to provide proper upper bore lubrication, plus efficient wiping and oil drainage for engines at all rpm's. A catalog describing the rings is available.

Want more information? Use coupon on page 114 and you'll get it!

## 730—Valve Chuck

A redesigned extension chuck for



hard-to-reach valves on dual truck and bus tires has been announced by Acme Air Appliance, Inc., Brooklyn 7, N. Y.

Want more information? Use coupon on page 114 and you'll get it!

## 731—Left-Foot Accelerator

A left-foot accelerator, designed to relieve the right-leg fatigue drivers experience on long trips, has been introduced by William Walter Co., 2137 N. 59th St., Milwaukee 8, Wis.

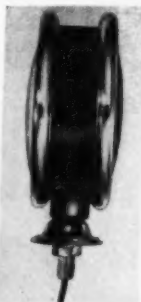
The device is easily attached by a

simple screw clamp to conventional accelerator, with a steel rod connecting the two. Either foot may be used at any time. The unit fits on cars, trucks and buses with and without clutch pedals. It does not interfere with the brake or other controls.

Want more information? Use coupon on page 114 and you'll get it!

## 732—Directional Signal

A two-faced directional signal, featuring a lens design that requires no reflector, has been announced by Griffin Lamp Co., Hamilton, Ohio.



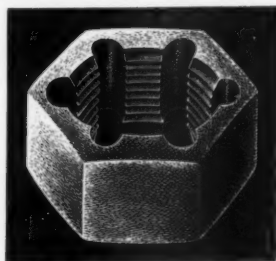
A steel-disc light baffle separates the amber lens from the red and holds the one bulb that illuminates both front and rear. The lamp is shallow, measuring 2" in depth. One set of wires makes fender installation simple. Flush-mounting, single-faced models are also available for

rear installation. The 550 Series, as it is identified, is a Class A, Type 1 classification.

Want more information? Use coupon on page 114 and you'll get it!

## 733—Thread Restorers

A set of eight sizes of thread restorers for U.S.S. threads has been



announced by Herbrand Division of The Bingham-Herbrand Corp., Fremont, O.

Want more information? Use coupon on page 114 and you'll get it!

## 734—Metal Cleaner

A chrome and metal cleaner, developed specifically for the automotive body shop, is now being marketed by The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.

Applied with a cloth or pad, the cleaner is allowed to "work" for a few minutes. A second application before the first is completely dry then wipes off stains, leaving chrome clean and ready for polishing. The compound is available in quarts and gallons for economy and easy storage.

Want more information? Use coupon on page 114 and you'll get it!



# You're Paying For A DRUM-Dokter Why Not Own One?

Farmed-out labor eats profit earned by your service sales . . .

A DRUM-Dokter automatically machines drums without attendance . . . frees skilled labor for other work.

CASH IN YOUR SERVICE  
LET US PROVE IT!

LOOK at the chart below—  
SEE how you are paying  
for a DRUM-Dokter . . .  
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GET ONE FOR YOURSELF




**DRUM  
Dokter**  
*Greatest Profit-Maker  
Of All Service Equipment!*

### PROFITS ON DRUM MACHINING ALONE

IF YOU MACHINE DRUMS ON	Cars Per Week	Income Per Year	Gross Profit At 92%	Profit Buys DRUM-Dokter in Less Than:
1	1	\$ 312.00	\$ 287.00	16 Months
3	3	936.00	861.12	5-1/3 Months
5	5	1560.00	1435.20	3-1/3 Months

BARRETT EQUIPMENT CO. World's Finest Brake Service Equipment  
21st & Cass St. Louis 5, Mo.

A large, three-dimensional MoPar sign is being held by a hand. The sign is black with the word 'MoPar' in white, stylized, bold letters. The hand is wearing a dark glove. The background is a light gray with a white, torn-paper-like shape at the top containing the text 'Available Everywhere!'.

# Available Everywhere!

## GENUINE CHRYSLER CORPORATION PARTS AND ACCESSORIES

Wherever you are . . . you can get MoPar parts and accessories for any of the 10 million Plymouth, Dodge, De Soto or Chrysler cars or Dodge "Job-Rated" trucks on the road today.

Whatever you need . . . you can be sure of getting exactly the right MoPar part. It will be a genuine Chrysler Corporation part . . . built to the same high standards as original parts.

So whenever you need any part or accessory for any vehicle built by Chrysler Corporation —get MoPar. See your nearest Plymouth, Dodge, De Soto, or Chrysler dealer.



Display this sign to let people know you recommend and install MoPar parts. For details, write Advertising Dept., Chrysler Motors Parts Corporation, Detroit 31, Michigan.

### CHRYSLER MOTORS PARTS CORPORATION

### 735—Lube-Plan Booklet

A 16-page booklet on designing lubrication departments has been issued by Lincoln Engineering Co., 5708 Natural Bridge Ave., St. Louis 20, Mo.

It shows how to match equipment to services offered and volume of lubrication business anticipated. Twenty groups of equipment combinations are illustrated and described.

Want more information? Use coupon on page 114 and you'll get it!

### 736—Electric Drills

A line of portable electric drills with  $\frac{1}{4}$ " capacity has been introduced

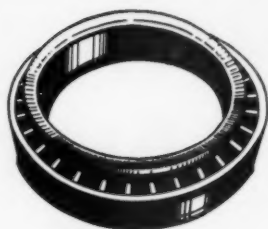
by Mall Tool Co., 7725 S. Chicago Ave., Chicago 19, Ill.

The drills have free drilling speeds of 600, 800, 1,000, 1,750, 2,500, 3,500 or 5,000 r.p.m. Three styles are available: pistol grip, spade handle and center contour handle. Aluminum construction gives weights of  $3\frac{1}{2}$  to 4 lbs. Balanced armatures and precision-matched gears are said to reduce tiring vibrations.

Want more information? Use coupon on page 114 and you'll get it!

### 737—Wheel Cups

A chevron-type wheel-cylinder cup for replacement on late-model Chevrolet, Ford, International, GMC and



other trucks has been announced by Eis Automotive Corp., Middletown, Conn.

The cups are rib reinforced, a feature that is said to hold wall pressure longer and better and to eliminate leaks.

Want more information? Use coupon on page 114 and you'll get it!

### 738—Transmission Tools

A 12-page booklet describing and illustrating its complete line of service tools for Hydra-Matic transmissions has been issued by Kent-Moore Organization, Inc., 5-105 General Motors Building, Detroit 2, Mich. It includes equipment for handling the transmissions, as well as tools for adjusting, repairing and disassembling the units.

Want more information? Use coupon on page 114 and you'll get it!

### 739—Fluid Dispenser


A dispenser for automatic-transmission fluid that dispenses directly from original 100-lb. drums and can be used with a 4-caster dolly has been announced by The Aro Equipment Corp., Bryan, Ohio.

Gasket in the cover of Model 60034 allows tight fit to drum so dust and dirt are shut out. Flexible metal nozzle gives easy access to all types of



automatic transmissions without adapters, according to the manufacturer. Fluid hose is 7 ft. long and is attached to a totalizing quart meter with a 16-quart dial that has double indicators, one to show full quarts and the other fractions of quarts.

Want more information? Use coupon on page 114 and you'll get it!







282R Rubber-rimmed 6" x 9" mirror, extends from 15" to 27". Universal clamp-on or bolt-on mounting. With mirror brace arm. \*overall

Heavy duty — Rubber Rimmed Truck Mirrors featuring replaceable glass is an added feature of Yankee's expanding truck safety equipment line. Baked black enamel finish, ball type heads, vibration-free mounting...they're built to last!

*If it's a*

YANKEE

*IT LASTS!*

 2718 5" dia.  
 2728 6" dia.  
 2748 4" x 8"  
 2808 5" x 9"

Write for catalog today

**Yankee Metal Products Corp., Norwalk, Conn.**

Let Your Acme Jobber-Salesman Tell You More About—

# The 3 Acme Products That Solve Your **TOUGHEST** Paint Shop Problems



## 88 KLIX

The all purpose cleaner. Solves your problems of removing silicone polishes. No more fish eyes and craters. Also removes wax, grease.



Painters everywhere have learned that Acme not only means quality in colors—but also—"everything for every paint shop need." More and more they're telling their Acme Jobber-Salesman how much they like the results they get with these three special numbers in the line. Let your Acme Jobber-Salesman give you all the facts on how they fit into your profit picture.



## DV-61 REDUCER

For easier, surer enamel application in hot weather. Always gives a smooth, even flow—without sags.



## 81 INTENSIFIER

Solves your metallic lacquer problems. No more troublesome streaks when rubbing them. Builds new car gloss quicker.

# ACME

AUTOMOTIVE  
FINISHES



ACME QUALITY PAINTS, INC.  
DETROIT 11, MICHIGAN

#### 740—Steering Booster

An automatic, compressed-air power-steering booster for trucks, tractors, motor cranes, off-the-road equipment and other specialized vehicles has been announced by Air-O-Matic Power Steer Corp., 24 Noble Court, N. W., Cleveland 13, Ohio.

The unit can be attached to new or old vehicles without altering or removing any part of the steering mechanism, according to the manufacturer. One end of the booster is fastened to a stationary member of vehicle and the other end is attached to a movable part of the steering linkage. Only one air line is needed. The compact unit is made mostly of anod-

ized aluminum.

Want more information? Use coupon on page 114 and you'll get it!

#### 741—Black Lacquer

Jet Black lacquer, a new formulation said to match the blacker blacks being used on newer cars, has been announced by Finishes Division, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

The "Duco" lacquer is said to show color retention over long periods without hazing or dulling after compounding under normal shop conditions. It reportedly is fast drying, permitting compounding of spot repairs in two

hours and over-all jobs in four hours.

Want more information? Use coupon on page 114 and you'll get it!

#### 742—Millimeter Sockets

A range of 12-point sockets in millimeter sizes to fit the majority of nuts and bolts on foreign-made automobiles has been announced by Truth Tool Co., Mankato, Minn.

The popularity of foreign cars necessitates the addition of millimeter sockets for mechanics who service them, according to a company announcement. The sockets are thin-walled, hot-broached chrome-vanadium steel. They have a 1/2-in. square drive to fit standard handles.

Want more information? Use coupon on page 114 and you'll get it!

#### 743—Portable Cart

The Scotty Mobin, a portable cart designed specifically to handle heavy loads easily, has been announced by Shure Manufacturing Corp., 1601 S. Hanley Rd., St. Louis 17, Mo.

The cart has a top tray 4" deep and



1" shelf, with place provided for the addition of one or two extra shelves. The cart rolls easily on 3" rubber-tired casters. It is finished in gray baked enamel.

Want more information? Use coupon on page 114 and you'll get it!

#### 744—Lubricating Oil

Rimula Oil, featuring a combination of additives to extend life of certain gasoline and diesel engines operating in over-the-road, door-to-door and industrial truck service, has been announced by Shell Oil Co., 50 W. 50th St., New York, N. Y.

The oil was developed to solve problems of engine wear and fouling caused by certain operating conditions that are aggravated by low loads, high sulphur fuels and intermittent service. The oil is said to reduce ring sticking and piston lacquer.

Want more information? Use coupon on page 114 and you'll get it!



## Announces

# NEW 30 TON POWER-TWIN hydraulic puller

**BIG BROTHER TO THE FAMOUS 17½ TON POWER-TWIN hydraulic puller**



**Really dynamite . . .** that's the new, heavy-duty 30 ton OTC Power-Twin Hydraulic Puller. It's light and compact with safe remote control operation. It develops 30 tons of power with only 100 pounds of pressure on the pump. You'll be amazed at the ease and speed with which a Power-Twin will pull or install sleeves, bearings, races, gears, pinions, couplings, etc.

The new 30 ton Power-Twin pays for itself on one tough job. Saves hours of time, stops breakage of expensive parts and tools—a must for truck, tractor, bus or auto work. The 30 ton and 17½ ton Power-Twins are the only Hydraulic Rams for which complete assortments and ranges of pullers, attachments and adapters are available.

#### BOTH HAVE THE FAMOUS CENTER HOLE

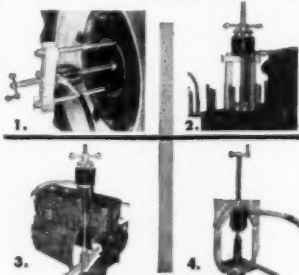
Center Hole permits Power-Twins to do jobs thought impossible . . . fast, easy, unlimited adjustment . . . eliminates torque, friction . . . versatile interchange of parts . . .

1. Removing Tractor Wheel with the OTC Power-Twin, Push-Puller and two pair of 4½" legs.

2. Removing either wet or dry sleeves is simple with the OTC Hydraulic Puller.

3. Dry cylinder sleeves are replaced quickly without damage or distortion with an OTC Power-Twin and Sleeve Installing set.

4. Pinion Bearings are easily removed or installed with the OTC Power-Twin, Grip-O-Matic Puller and Bearing Pulling Attachment.



See your jobber for complete information or write to us . . . today.

**OWATONNA TOOL COMPANY**  
306 CEDAR STREET • OWATONNA, MINNESOTA



## '52 to Present Best Potential, Klaus Tells St. Louis Session

THE year 1952 will present the greatest market potential in the entire history of the replacement automotive parts industry, according to a prediction by Charles A. Klaus, director of sales of Maremont Automotive Products, Inc., and senior vice-president of the National Standard Parts Association.

Klaus made a further prediction of a "better-than-doubled market in the ten years between 1950 and 1960." He pointed out, however, that the current swing to buying normalcy could alter things.

Klaus, who has been in the automotive parts field since 1931, made his predictions in a speech before a meeting of the Greater St. Louis Automotive Parts and Equipment

creased to 13,600 from the previous average of 10,000 miles per year. "This higher annual mileage is bringing vehicles to the replacement parts market sooner than previous market studies indicated," he pointed out.

"However, these figures, bright though they may be, are compli-

cated by one thing—a switch from a sellers' market to a buyers' market," Klaus told his audience. "Buying power is immense but customers must be sold," he emphasized. "We are entering a period of readjustment—the trend is clearly toward normalcy," he warned. "We've got to get out and sell."

Klaus insisted that careful market analysis was the answer to the problem. "Not only should we know who is buying what, but we should also find out how much they can buy," he said.



Mr. Klaus

Association, held in the DeSoto Hotel, St. Louis, Mo., May 27.

"The statements are optimistic, indeed, but they are based on hard, cold facts," Klaus said. He based the figures on three main points. These, he said, were: First, there will be an all-time high of 52,000,000 vehicles registered in 1952. "It is estimated that by 1960, the registration figure will have increased to about 65,000,000 vehicles.

"Second, we can expect in 1952, an all-time high of 52,000,000 vehicles in the good service—those cars that are less than ten years old. Compare that figure with the 25,000,000 good service prospects in 1950 and the 29,700,000 in 1951—both considered to be good business years."

The third point, Klaus said, was the fact that the average annual mileage of these vehicles has in-

**HUNDREDS OF EXTRA DOLLARS EVERY MONTH**  
thanks to my stock of  
**ARROW REBUILT GENERATORS**



"Turned over my stock of Generators *three times* in four months," says this ARROW Stocking Dealer. He has Arrow's Stock No. 9 on the spot for immediate installation . . . covers 85% of all Generator needs . . . enjoys "protected profits" with Arrow's unconditional one-year guarantees.

### PLUS THESE ADDITIONAL PROFITS

- Special discounts on all Generators he buys.
- 24 hour "Rush Service" on special rebuilding.
- More Generator business than ever before.
- More Starter, Lighting and Ignition jobs.
- Increased sale of related parts and service.
- Transients turned into regular customers.
- New customers recommended by regulars.

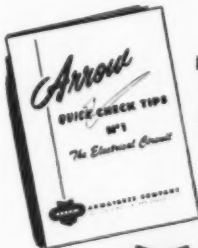
#### ARROW creates sales

**FREE** 3' x 5' Banner

**FREE** Point-of-sale Display

**FREE** Envelope enclosures

**FREE** Monthly mailing cards.



**LEARN HOW THIS DEALER DOES IT**  
and how YOU can get EXTRA PROFITS.

Send for full details and get this —  
**FREE SHOP AID**  
**QUICK CHECK TIPS No. 1...**

... tells how to spot and correct trouble in the electrical circuit . . . in minutes.

**MAIL  
COUPON  
TODAY**

**ARROW**

**ARMATURES  
COMPANY**

Spartanburg, S. C. • Boston 34, Mass.



**ARROW ARMATURES CO.,**  
P. O. Box 1428, Spartanburg, S. C.  
Please send me full information on how to make EXTRA DOLLARS and my FREE copy of Quick-Check Tips No. 1.

Mr. \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Please include name of my nearest Arrow Jobber ☐

## Racing News

### Ruttman Captures "500"

Troy Ruttman of Lynwood, Calif., ground out new speedway records at Indianapolis May 30 in the annual 500-mile Memorial Day event.

His average speed was 128.922 mph, which distinctly bettered the

old record of 126.244 set last year.

The crowd estimated at more than 150,000 saw the 250 pounder take the lead only 22 miles from the finish from Bill Vukovich when the latter wound up on a retaining wall.

Jim Rathmann of Chicago pulled in for second place. He also broke the record with an average of 126.723. Sam Hanks of Glendale, Calif., placed third, trailed by Duane Carter of Culver City, Calif.

Ruttman drove an Agajanian Special, Rathmann was in a Gran-cor Wynn Special, Hanks drove a

Bardahl Special and Carter's was a Belanger Special.

The only oil-burner on the field, a big Cummins Diesel Special, went out with mechanical trouble short of the half-way mark.

Twenty of the 33 starters still were swishing along the track at the finish, compared with only nine still in during the '51 Indianapolis race.

### "500" Record Set

Driving a Cummins Diesel Special, Freddie Agabashian established new single-lap and four-lap records during his qualification trial for the Memorial Day 500-Mile race at Indianapolis. The time recorded for his fastest of the four laps was 1:04.70 for an average speed of 139.104 m. p. h. His four-lap record was 4:20.85 for an average of 138.010 m. p. h.

### Hot Rods May Hit 300

Hot rods are expected to hit speeds of 300 miles an hour at the Bonneville national speed trials in August, according to Wally Parks, president of the National Hot Rod Association. The Utah course is being lengthened from five to seven miles in anticipation of greater speeds.

"Hot rods have come a long way since 1948, when the winning car on the Utah salt flats made history at 150 miles an hour," said Parks. "At that time 200 mph seemed an impossible mark, but now we are counting on 300."

### N. C. Track to Open

The new one-mile banked, macadam-surfaced speedway in Wake County, N. C., one mile north of Raleigh, will be completed for the 200-mile event on July 4, Manager Sam Nunis stated. The track is near U. S. Highways 1 and 1A.

The modern track will have straightaways 60 feet wide, and 1,800 feet long. Turns will be 80 feet wide with 45-degree elevated turns 14 feet high. The entire track will be macadam surfaced. A 50-foot dirt safety apron will be constructed within the confines of the racing strip and a steel hub rail will be erected around the outer edge of the track. There will be a steel fence in the infield.

The concrete grandstand will seat 20,000 and a parking lot will accommodate 20,000 cars.



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SAMPLE BOOK  
OF **HORCO**  
FABRICS FOR  
CUSTOM SEAT  
COVERS

These outstanding fabrics are perfect for making custom seat covers which are different.

Horco coated fabrics are waterproof, stainproof and flame resistant. They resist oils, greases, acids, salt water, etc. They are available in a wide variety of beautiful colors.

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Manufactured by **HODGMAN RUBBER CO.**, FRAMINGHAM, MASS.  
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# ***DODGE TRIPLE PROFIT OPPORTUNITY***



## ***THREE LINES***

- ① DODGE . . . America's Most Dependable Motor Car.**
- ② PLYMOUTH . . . 3rd Largest Selling Car in America.**
- ③ DODGE "Job-Rated" TRUCKS Meet 98% of All Hauling Needs.**



## ***THREE PROFITS***

All available in one sales agreement. The only agreement of its kind in the industry.



## ***ONE OVERHEAD***

Three profit-makers under one roof reduce operating cost . . . boost net gains.

**PROFIT-TESTED FOR OVER 37 YEARS**

WRITE FOR COMPLETE FACTS

**DODGE DIVISION • CHRYSLER CORPORATION • DETROIT 31, MICHIGAN**

SOUTHERN AUTOMOTIVE JOURNAL for JUNE, 1952

## Builders of New Homes Boost

### "Stuck in Mud" Calls in 1951

WITH motorists' calls for help in getting out of mud, sand and snow up 75 per cent last year over 1950, the American Automobile Association indicated the current home-building boom is producing business a-plenty for the tow-service garages.

Close to 4,000,000 motorists

found their cars stuck in their tracks last year, the AAA reported in estimating a total of 48,887,000 breakdowns of all types for the year.

"Of these motorists, a sizable percentage were stuck right in front of their own homes—on unpaved streets typical of a great

number of housing developments being put up these days to satisfy the demand for new homes," officials said. "Undoubtedly, the recent remarkable shift in population from city to suburban homes has had much to do with the upswing in towing calls of this nature reported. The motorist is stuck simply because he hasn't a decent road in front of his brand-new home."

The annual summary, based on reports from 20,000 garages under contract to render emergency road service to its members, showed an 11 per cent increase in breakdowns of all types last year. Car trouble occurred at the rate of 93 times a minute.

Flat tires, or blowouts, ranked at the top of the list of motorists' troubles, with battery failure—chief headache in 1950—a close second, the report from the AAA said.

Among other types of car



For tough scraping!

# Herbrand SCRAPERS

No. 343 • No. 347



Here are the perfect scrapers for removing old gas-kets, paint, caked carbon, undercoating, and similar substances. No. 343 flexible "putty-knife" scraper is  $7\frac{1}{2}$ " long with a blade  $1\frac{1}{4}$ " wide. No. 347 chisel edge scraper is  $7\frac{3}{4}$ " long, has a heavier, stiffer blade  $1\frac{5}{16}$ " wide. Both blades are made of special alloy steel, heat-treated for extra toughness. Scraping edges are tapered uniformly for sharpness. Mirror finish prevents rust, simplifies cleaning. Tough Tenite II Herbrand blue handles, are shaped for a firm grip yet fit comfortably in palm of hand.

Mechanic's Net No. 343 \$1.00  
No. 347 \$1.10



The No. 343 and No. 347 Scrapers are Herbrand's Tool-of-the-Month selection for July. See them at your Herbrand distributor or write us.

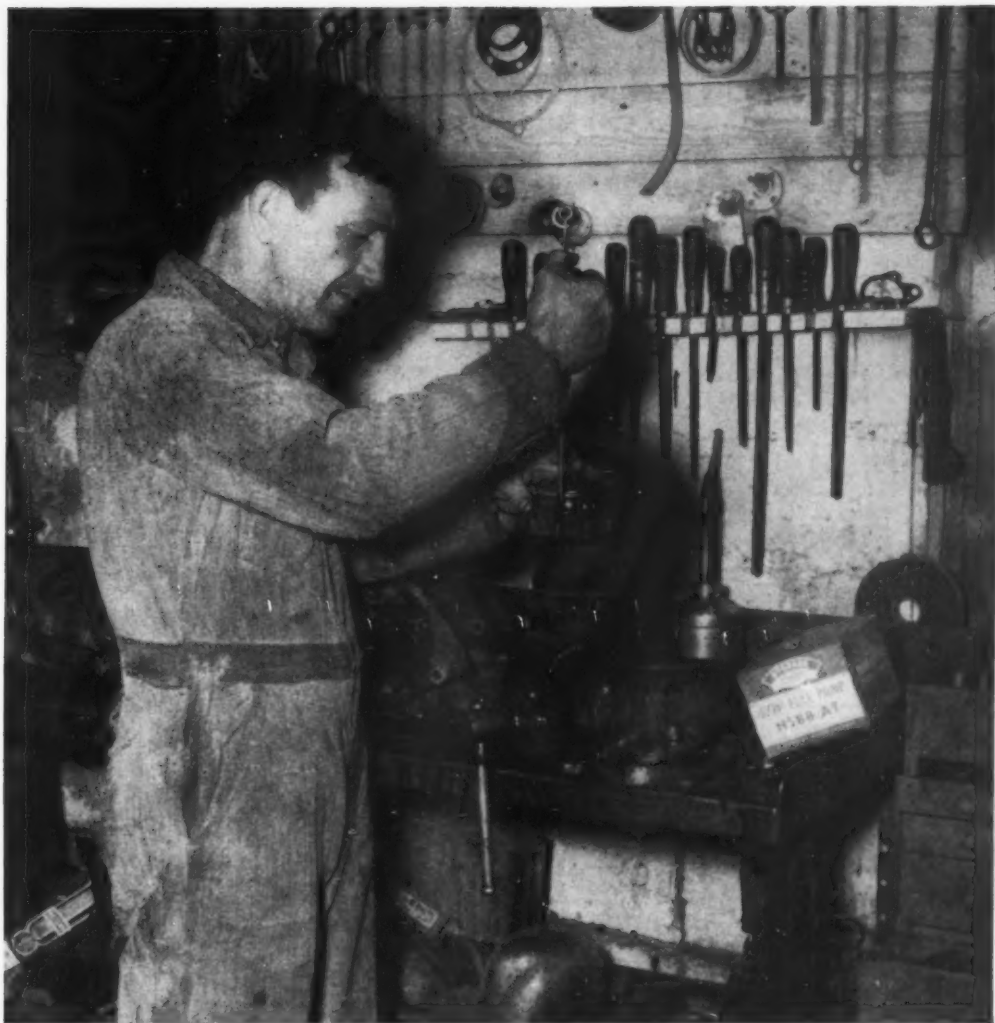
## Herbrand Tools

Fremont 8, Ohio

THE BINGHAM-HERBRAND CORPORATION

Oscar L. Carlson (top), service manager of the Southern region for Lincoln-Mercury Division, has been promoted to the new position of regional Lincoln sales manager, directing sales and service activities in the Atlanta, Jacksonville, Memphis, Dallas and Houston sales districts. Neil A. Wick (bottom), former service manager of the Cleveland L-M district, has succeeded Carlson as regional service manager.





## "NO KICKBACKS WITH HYGRADE!"

"I know the job's done right when I put in a Hygrade Monoflex fuel pump," says William Ciccone of Willie's Garage, Providence, R. I. "Same with your Hygrade carburetor kits. They sure save time and headaches on a rebuilding job. Why, in an hour I can replace every wearable part on the toughest Chevrolet carburetor using your Hygrade Fingertip System."

So tell the man you want Hygrade next time you order fuel pumps, fuel pump kits, fuel filters, carburetor kits, or speedometer cables and casings. See for yourself if what Willie says isn't true—that *Hygrade Products really are more dependable*. Write HYGRADE PRODUCTS DIVISION, Standard Motor Products Corp., 37-18 Northern Boulevard, Long Island City 1, N. Y.

HYGRADE FUEL PUMPS & KITS • CARBURETOR KITS



FUEL FILTERS • SPEEDOMETER CABLES & CASINGS



trouble, ignition failures also rose considerably. Unusually inclement weather in many parts of the country and the shortage of copper with which to replace ignition wiring systems accounted for these breakdowns, according to the report from AAA.

Last year, about 1,393,000 drivers ran out of gas on the road and another 733,000 absent-minded motorists lost their keys or locked themselves out of their own automobiles.

Following are national estimates of the number of breakdowns, reported by type of difficulty:

TYPE OF SERVICE	1951		1950		PER-CENTAGE CHANGE
		Pct. of Total		Pct. of Total	
Tire	10,443,000	21.36	10,054,000	22.79	+ 3.9
Battery	10,266,000	21.00	10,830,000	24.55	- 55.2
Ignition	6,468,000	13.23	3,918,000	8.88	+ 65.1
Tow	5,226,000	10.69	4,081,000	9.25	+ 28.1
Stuck	3,877,000	7.93	2,210,000	5.01	+ 75.4
Starter	2,312,000	4.73	1,006,000	2.28	+129.8
Wrecker	2,127,000	4.35	1,862,000	4.22	+ 14.2
Carburetor	1,608,000	3.29	2,523,000	5.72	- 36.3
Out of Gas	1,393,000	2.85	1,522,000	3.45	- 8.5
Brakes	763,000	1.56	701,000	1.59	+ 8.8
Lock & Key	733,000	1.50	772,000	1.75	- 5.1
Gas Line	569,000	1.22	609,000	1.38	- 2.1
Lights	440,000	.90	476,000	1.08	- 7.6
All Others	2,635,000	8.05	3,551,000	8.05	- 25.8
TOTAL	48,887,000	100.00	44,115,000	100.00	+ 10.8

## "Blue Plate Special" Pushes Ring Jobs

"POWERIZE Your Car" is the theme of a jobber machine-shop promotion for the sale of re-ring jobs introduced at the recent annual AERA convention in San Antonio, Texas.

In anticipation of an expanded automotive after-market, the Automotive Engine Rebuilders Association has prepared a complete packaged promotion for jobbers, dealers and repair shops.

Intended to promote the sale of more re-ring jobs, the program

consists of two promotion kits, one for the jobber to be used in soliciting dealer and repair shop participation, and the second for use by dealers and repair shops in selling the motoring public.

"Blue Plate Special" is the promotional term applied to the typical re-ring job, which consists of new rings, pins, pin fitting, rod alignment and piston resizing. Through the use of the promotion, the jobber machine-shop operator offers this packaged service to his dealer and repair-shop customers, who in turn promote the special to the car owner.

Dealers and repair shops enrolled in the program are supplied with window streamers, posters, descriptive booklets and newspaper and radio copy, plus instructions on putting the details of the program to use.

Information and inquiries on the program, which will be available to all jobbers, can be obtained from AERA headquarters at 419 North Capitol Ave., Indianapolis 4, Ind., or from its advertising agency, Grubb & Petersen Advertising, 111 North Market St., Champaign, Illinois.



Over a billion tube repairs will be made this year... and a good part of this big business can be yours with Buxco's Dual-Duty... the new, quick way to perfect repairs. No fire, no apparatus, no experience needed!

Over 200 million tire patches will be sold this year! Your best bet to get your share is with Buxco's Double Cushion Tire Patch... the best for the job at the best price on the market!

\* Buxco's Perma-Patch (criss-cross) and Oval Gum Covered tire patches are sure sellers, too, in the giant tire repair market! Carry the whole Buxco line for BIG BUSINESS!

AUTOMOTIVE PRODUCTS DIVISION... BANTON 1, OHIO





THE AERO-ACE



THE AERO-WING



WILLYS STATION WAGON



4-WHEEL-DRIVE STATION WAGON



UNIVERSAL JEEP



4-WHEEL-DRIVE WILLYS TRUCK



WILLYS SEDAN DELIVERY

With a product line  
so diversified,

# *Willys*

offers truly **BROAD  
MARKET COVERAGE.**

It's around-the-year  
coverage, too, for  
Willys' exclusive  
4-wheel-drive line  
sells best when the  
weather is worst.  
The Willys franchise  
spells opportunity  
for ambitious dealers.

The number of open points are limited but each offers a great future for the right man. It will pay you to write, wire or telephone the General Sales Manager.

## **WILLYS-OVERLAND**

**MOTORS, Inc.**

**Toledo 1, Ohio**

## Southwest Wholesalers Plan Location of Permanent Office

By Ayers Blocher, Jr.

THE employment of a full-time executive secretary and the establishment of a permanent office in Kansas City was discussed favorably at the semi-annual meeting of the Southwestern Automotive

Wholesalers Association May 19-20 at the Hotel President in Kansas City.

Final action on the proposal was not taken, but it will be one of the prime items of business at the fall

meeting September 29-30 at the same hotel.

Officers and directors who were elected at the meeting last fall are continuing their one-year terms and no new officials were named at the convention.

Its business sessions concerned problems common to the various members and no formal resolutions were adopted. The morning business session May 20 was built around the discussion-table idea. The membership was divided into groups of about eight each and a table chairman was selected by each group.

No particular discussion subjects were assigned, but each table group became involved in an animated discussion. After almost an hour of discussion, each chairman was called upon to report the conclusions of his table to the convention as a whole.

Some of the subjects discussed were transportation problems, freight allowances, selling methods and salesmen's routes.

Principal speakers at the opening session May 19 were Jack F. Whitaker, vice-president of the Whitaker Cable Co. of Kansas City, and Carl Bolte, vice-president of the Battenfield Grease and Oil Corp., also of Kansas City.

Whitaker was host to the convention for lunch, at which Earl Hovey, a Kansas City patent attorney, was the principal speaker to be heard.

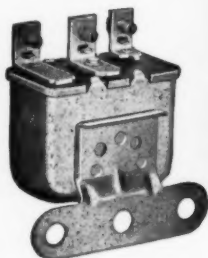
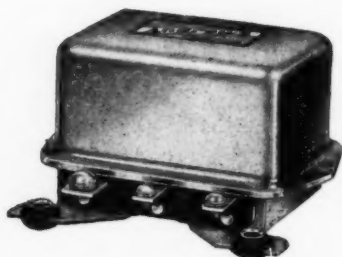
B. W. "Whit" Ruark of Chicago, general manager of the Motor and Equipment Wholesalers Association, addressed the convention before the business session Monday afternoon.

The round-table discussion session Tuesday morning was the final event of the convention program. About 75 association members attended.

Fred Jupe, Amarillo, Texas, is president of the association. Stanton Thatcher, also of Amarillo, is secretary-treasurer and Carl Johnson, Wichita, Kan., is vice-president. Directors are Charles Easter, Hastings, Neb., and Ray Echles, Moberly, Mo. The three officers and the two directors make up the board of directors.

### Forrest Succumbs in Texas

Will Y. Forrest, 74, believed to have operated the oldest Ford dealership in Texas, died last month at Jacksonville, Texas.



*Complete Line of*  
**DEPENDABLE  
PARTS**

You will find the Andrews Line complete for fast service. The high quality and precision workmanship in Andrews Ignition Parts, Wire and Cables, guaranteed for customer satisfaction, insure fast turnover for profits.



**ORDER  
FROM  
YOUR  
JOBBER**



**Andrews**  
MANUFACTURING CO.

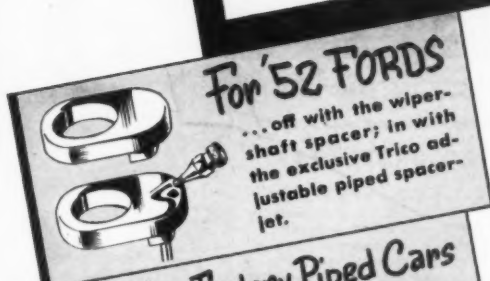
ST. LOUIS, MO.

*On the Car Quick!* **NO DRILLING!**

**THE NEW TRICO**  
*Automatic*  
**VACUUM-POWERED**  
**WINDSHIELD**  
**WASHER**



Out with the spray to with the exclusive Trico piped, adjustable jet... for Chrysler's, DeSoto, Dodge and Plymouth.



Self-tapping screws put the Trico automatic, vacuum-powered Washer Jar in place. Hook up the tubing... and the job's done.

**THE One** Windshield Washer that squirts right on the target at the touch of your finger! No dribble. No overshooting. Misses none of the wiping arc.

The ONE Windshield Washer seen weekly on 16 million television screens. Talked about by 12 million users!

And now, with Trico's exclusive installation kits, there are no holes to drill. A screwdriver or wrench is the only tool you need!

Your nearby Trico Distributor or Jobber will show you in ten minutes how easy it is to sell and install the new Trico Windshield Washer.



*Windshield Washers*

Trico Products Corporation, Buffalo 3, N. Y.

## GOT A GOOD \$5 IDEA?

will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



# Time SAVERS

### Relining Hand Brake On Dodge Wayfarer

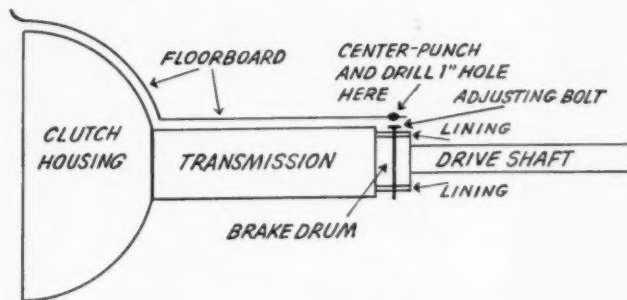
ON THE 1950-52 Dodge Wayfarer models, the hand brake cannot be relined without removing transmission or removing driveshaft, brake drum and transmission rear end plate.

I have found it much easier to center-punch the floorboard from underneath directly over the brake adjusting bolt. Then on inside of car, fold the floor mat to the front

of the car, find the center-punch mark and recenter punch from the top side so it can be drilled with a 1" drill from top side.

The dummy plug from the dash

where the cigar lighter has been installed will fit and plug up this hole in the floorboard.—Raymond F. Hardie, service manager, Geyer Motor Company, Ashland, Virginia.



## IN THE BLOK

## Crankshaft GRINDER

GRINDS THE TOUGHEST JOBS...IN THE CAR!

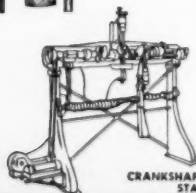
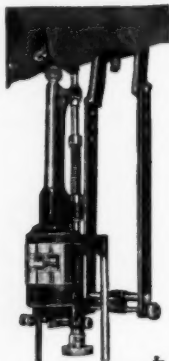
PORTABLE • EASY TO USE • ACCURATE • FAST

Grinder can be set up and attached to crankshaft in 10 minutes. No need to raise car if oil pan can be removed without raising car. A dependable precision tool for grinding hard, battered and out of round crankpins. Maintains original alignment with main bearings. Positive control. Every pin can be ground to same size if desired.

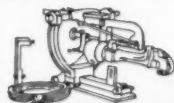
SPECIFICATIONS: Grinder complete in carrying case with stabilizer and one each  $\frac{3}{4}$ " and  $1\frac{1}{4}$ " grinding wheels. Standard models will

handle all crankpins with lengths of from  $1\frac{1}{2}$ " to  $2\frac{3}{4}$ " and diameters of  $1.6$ " to  $2\frac{1}{2}$ ". Extra Equipment available to increase the diameter range from  $2\frac{1}{2}$ " to  $3\frac{1}{2}$ ".

For in-the-car work crankshaft may be turned with rear wheel drive unit shown below, or with new flywheel drive (not shown) for Fluid Drives & Hydromatics. Crankshaft may be pulled and turned in lathe with lathe attachment or may be turned in crankshaft grinding Stand (both shown below).



CRANKSHAFT GRINDING STAND



LATHE ATTACHMENT for using Grinder in Lathe



REAR WHEEL DRIVE

**WINONA TOOL MFG. CO.**  
WINONA, MINN., U.S.A.

Export Office: 238 Main St., Cambridge, Mass., U. S. A.  
Cable address: McKim, Boston

### OTHER WI-TO-CO PRODUCTS



IN-THE-ROD Insert and Rod Boring Machine



PARTS CLEANER



"Feather Touch" VALVE SEAT GRINDER



UNIVERSAL PRESS



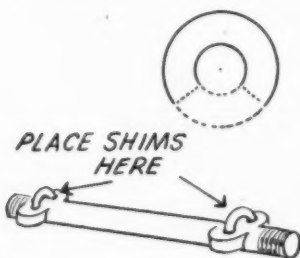
## Retrieving Small Parts Dropped Into Engine

A SIMPLE gadget to retrieve a small part, screw, nut or lock washer that has dropped into the intake manifold or some other hard-to-reach place can be made as follows:

Remove the rubber from the metal container at the top of a lead pencil and fill the metal container with the sealing compound from the top of a storage battery. Warm sealing compound before using.—*J. William Morrison, Carburetor Service, Lexington, Missouri.*

## When Reducing Camber On 1949-52 Ford

TO REDUCE the camber on 1949-52 Fords and Mercurys, place cut washers or shims between cross-member and lower control arm inner shaft around the bolts.



Use of 3/16" size will reduce camber 1/2 to 3/4 degrees.—*J. H. Martin, Nicholson's Garage, Philadelphia, Missouri.*

## When Compounding Paint Around Drip Moulding

WHEN we have trouble knocking the paint off the edge of drip mouldings when compounding, we do this as a means of speeding up the job:

Take a piece of ordinary windshield-wiper hose and split straight down the center on one side. Slip over drip moulding. Fasten on rear of moulding by a small wire hook and fasten on front with a spring hooked beneath the hood of the vehicle.

Compounding can be done by machine without touching drip mouldings. Follow up around drip mouldings by hand for best results.—*P. M. Foley, manager, Tip's Body Shop, Essex, Maryland.*

## When Turning Crankshaft On Fluid-Drive Car

WHEN installing rings, rods or main bearings and it is necessary to turn crankshaft slowly on Fluid-Drive automobiles, try this method:

Remove lower half of screen found on right side of bell housing. Insert 10" heavy-blade screwdriver along inside bell housing. Flywheel can be turned any direction.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

## Replacing Transmission On Some Buicks

ON SEVERAL models of Buicks, it is not necessary to release coil springs in any way when replacing transmission or clutch plate.

After raising rear of car and removing other parts, remove four cap screws around universal joint. By using pry bar or jack, spring back housing about three inches to release driveshaft. Then lay housing aside.—*C. Kernaghan, 2324 Harris, Independence, Missouri.*

## the Low Cost of PYROIL prevents the High Cost of Repairs!

Your car can get "smashed up"—inside as well as out. When piston rings and cylinder walls are exposed to condensation and rust—when metal rubs against raw metal—it's causing serious damage that will be mighty costly to replace or repair. Pyroil prevents this. When your motor becomes clogged with dirt and carbon deposits, your car loses efficiency. Pyroil cleans your motor and keeps it clean. Even when your car is not being used, your motor deteriorates unless it has the damage-preventing protection of Pyroil.

Pyroil contains the special property of making oil adhere to exposed engine parts, preventing needless wear-and-tear—friction and "dry starts". To prevent the high cost of repairs—add low cost Pyroil—add miles to your car.

### PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil. Aircraft Pyroil A for gasoline.

**GIVEN!**

An attractive Pyroil metal savings band—takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking—noest postage paid.



**PYROIL  
COMPANY**

147 Pyroil Bldg.  
La Crosse, Wisconsin

Canadian Distributors:  
Central Purchasing Agencies,  
Ltd., Toronto, Ontario

## the High Profits from PYROIL prevent Low Income Months for Jobbers & Dealers!

You can look them all over, but you'll never find a product the equal of Pyroil. It's tops in every way and enjoys the distinction of being the first choice of motorists—dealers and jobbers everywhere.

To avoid the possibility of your dealers buying elsewhere—add Pyroil—and you'll add to your profits and gain the assurance of regular, steady, year 'round business.

**DROP US A LINE AND WE'LL  
HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE  
COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.**



### REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia  
Southeast—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.  
Southwest—Hirsig-Frazier Co., 807 Cotton Exchange Bldg., Dallas, Texas  
West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

## News Briefs

(Continued from page 57)

Kentucky	615,214
Louisiana	600,705
Maryland	586,560
Mississippi	472,139
Missouri	1,265,790
New Mexico	250,856
North Carolina	1,013,242
Oklahoma	743,080
South Carolina	520,751
Tennessee	769,751
Texas	3,514,073
Virginia	919,424

West Virginia 393,500

The West Virginia figure includes estimate for sales to U. S. government.

### Competition Controls Price, Costley of NADA Says

**T**HE need for price controls, is like last year's love affair, all over now, Alton M. Costley of East Point, Ga., told the House Banking and Currency Committee last month.

Used cars generally have sold be-



Mr. Costley

low OPS ceiling prices since the inception of the price program, said Costley, who was spokesman for the National Automobile Dealers Association in asking elimination of price controls in the retail automobile industry.

"Production of new automobiles has exceeded greatly both government and industry expectations," he said. "Practically all lines are now in such plentiful supply that legitimate competition in a free market will afford the consumer full protection insofar as new-car prices are concerned.

"The need for government price controls cannot be established at this time on the basis of any short supply of new or used cars. Moreover, competition, the real price stabilizer, in a free market always guarantees to the public lowest possible prices."

Citing the recent action of the Federal Reserve Board in suspending, in its entirety, Regulation W governing consumer credit as evidence that price controls are no longer needed to curb inflationary trends, the NADA spokesman urged Congress to eliminate price-control provisions from the Defense Production Act as amended, if the act is extended beyond June 30, 1952.

### Plymouth Names DeCavitt

Frank L. DeCavitt has been appointed to the new position of operating manager of the Plymouth Division. He has been with the division since it was formed in 1928 and had been factory manager of the plant in Detroit since 1948. Roy W. Vorhees, former assistant plant manager, has succeeded DeCavitt as plant manager. A native of Seneca, Kan., he joined Chrysler Corp. in 1938.

THE **Anthes**



**Shines Out!**

**FOR SAFETY**

**FOCO FLAR**  
NOW AT LOWER PRICE

FOCO FLAR gives the highest in reflective protection. Brilliant Tri-lite lenses of DuPont Lucite with exclusive, accurate reflective angles. Cleverly folds into base for scratch-free storage. Approved. Single or in sets of 3 with bracket. Also available with flags and flexible staffs. Ask your jobber for Anthes Foco Flar.



**ANTHES FORCE OILER CO., FORT MADISON, IOWA**

**Anthes** THE FIRST LINE OF SAFETY

... and proud to serve the safest drivers on the road!












TIME TO CASH IN  
with  
**Lyon**

STAINLESS STEEL  
WHEEL COVERS



## THIS FAST-MOVING ITEM CAN INCREASE YOUR PROFITS!

### EASY TO HANDLE

Low inventory investment—Minimum space requirements—ONE TYPE—ONE SIZE fits all 15" wheels. No special racks—just fit it into any 15" tire for a perfect display.

### EASY TO SELL

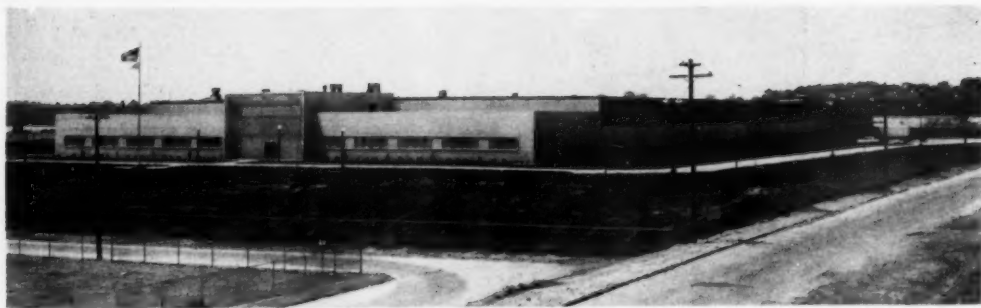
The low price for this QUALITY wheel cover will make this a popular item with your customers. Lyon wheel covers have a lasting finish—are light and strong.

### EASY TO MAKE MONEY

Quick turnover with maximum discounts and volume sales to the mass market mean more profits. ORDER FROM YOUR JOBBER TODAY!



INCORPORATED • 13881 W. CHICAGO BOULEVARD • DETROIT 28, MICHIGAN



Formal opening of Ford's Atlanta parts and accessories depot, which will serve Ford and Lincoln-Mercury dealers in Georgia, Florida, North and South Carolina, Alabama and Tennessee, was held May 22. The depot contains more than 146,000 square feet of floor

space and 2½ acres of outside warehousing space. Earl G. Ward, general manager of parts and accessories for Ford division, was the principal speaker at the opening. The depot employs 152 people, including the district sales staff. Hundreds attended the dedication.

### L-M Names Armstrong For Atlanta Sales

**P**PROMOTION of James F. Armstrong, Jr., to Lincoln sales department manager in the Atlanta, Ga., district of Lincoln-Mercury has been announced by Glenn H. Schricker, who is district sales manager.

A native of Birmingham, he

formerly was field sales manager in the Atlanta district.

### Dodge Truck Advances Field Managers

**P**PAUL M. Ruef, formerly regional manager for Dodge trucks at Kansas City, has been named manager of the Midwest zone.

Several other promotions and re-

assignments have also been announced by E. C. Dock, Dodge general sales manager. Thomas A. Tingle, assistant regional manager at Atlanta, has been named regional manager at Memphis.

Eugene A. Rees, assistant regional manager at Kansas City, has been advanced to regional manager at Oklahoma City. John E. Noll, regional manager at Oklahoma City, is now regional manager at Kansas City.

Top: Mr. Ruef

Bottom: Mr. Tingle



Shhh... (quiet!)

- Easy to install... 1 minute! • Stops valve clicking noise.
- Lubricates rocker arms. • Protects against condensation.
- Strains out dirt and grit. • Sizes for all valve-in-heads.

Mechanics approve Crown Valve Pads because they are easy to install, need no mechanical adjustment, and make satisfied customers.

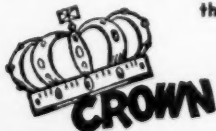
We manufacture overhead valve pads for: Chevrolet cars and trucks, GMC trucks, Buick, Nash, Studebaker, International trucks, Olds 88 and 89, Ford 6 and Lincoln.

the original OVERHEAD VALVE PAD

manufactured only by

**EARL ESTES Manufacturing Co.**

UNION CITY, GEORGIA



## Jobber News

(Continued from page 61)

in that city and was followed by the showing of a film in color which left no doubt in the minds of the several hundred viewers but that Miami was the spot to visit.

A cocktail party, sponsored by Booster clubs of Atlanta, Charlotte, Richmond, Jacksonville and Birmingham, preceded a banquet at which local topflight mountain singers and musicians were heard.

### Buddy Garrett Opens Business in Dallas

**B**UDDY Garrett Auto Supply is to open for business this month at 6605 Snider Plaza, Dallas, Texas, according to T. C. "Buddy" Garrett, who formerly was a partner with Joe Ashby in Ashby-Garrett Auto Supply.

The building has 4,100 square feet of floor space and parking space both front and rear, Garrett said.

Garrett, who is widely known in the Southwest, previously was in the jobbing business with Auto Parts Co., after which he joined The Schoellkopf Co. He is president of the Southwest Automotive Show and past president of the Automotive Wholesalers of Texas.

### Nine Southerners Added To AAR Membership

**N**INE Southerners are among the new members of Automotive Affiliated Representatives whose names were announced recently by Ed L. Lee, executive secretary.

They are: Chaney & Co., Charlotte, N. C.; J. Boe Murphy & Son, Kansas City, Mo.; L. W. Bell Co., Philip D. Boehm, Roy and Hefner, Art Styron & Associates, all of Atlanta, Ga.; Hirsig-Frazier Co., McClintock Sales Co., McDermott & Tighe, all of Dallas, Texas.

### Prest-O-Lite Appoints Four Men for South

**F**OUR personnel changes in the Southern districts of Prest-O-Lite Battery Co., Inc., have been announced by A. A. Feldman, sales manager.

R. J. Moore has been transferred to the New Orleans sales district from Detroit. Ben M. Betts, Jr., has been named sales representative at Charlotte, N. C.; Charles E. Ozburn at Atlanta, Ga., and Eugene T. Long at St. Louis, Mo.

## "Even detours can lead to success... If you keep going!"

Reading time: 58 seconds



It took more than the "rough going" of two wars and a depression to sidetrack Bill's ambitious aims.

In fact the experience he gained helped build his career!

Bill made his first mistakes as a mechanic on his father's horseless carriage. By the time Bill was 19 he was in complete charge of a fleet of ice cream trucks. He spent every waking hour doctoring trucks—and dreamed nights of having his own garage.

He knew more money and experience would be needed to realize his dream so he left his truck maintenance work and helped himself both ways—first, with a new job in an automobile plant; next, with a job as service manager for a dealer. Bill was thankful for the background he had acquired when a bigger offer came—general manager of a car dealership.



When America entered World War I, Bill was one of the first mechanics to serve in the Air Corps. At war's end, his record secured him a car dealership of his own.

The next eleven years were prosperous but then came 1929. Bill lost everything except the valuable know-how he had gained and the will to put it to use. He shifted with the economic winds. He sold cars until World War II.

Too old for another enlistment in the armed services, Bill invested his savings in a factory to produce precision instruments for the war department. His production record won army and navy commendations, plus the go-ahead from the De Soto Division of Chrysler Corporation to

open a dealership following the truce.

Since then he has had to expand his dealership twice. The results testify to the truth of Bill's theory: "In this country, even detours can lead to success—if you keep going!"



Write for our free booklet of these true stories about enterprising men. Chrysler Corporation, Highland Park 3, Mich.



### Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS  
Fine Cars of Great Value



## Got a Bottleneck in Shop? Maybe You Should Try This

By H. B. TRUSLOW\*  
President, Richmond Auto Parts, Inc.  
Richmond, Va.

**S**CHEDULING starts when the job enters the shop and continues until it is completed.

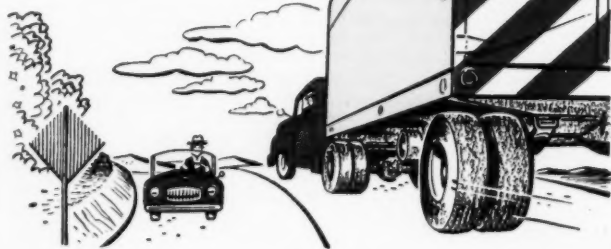
We must know what we have taken in and what is to be done if

we are to successfully schedule the work so that we may fulfill our promises to our customers, because that is what really counts.

If the job taken in needs several



## MAMMOTH OR MIDGET...



## ...LAMSON FASTENERS help *KEEP 'EM ROLLING*

Lamson bolts and nuts are probably the "best traveled" of all fasteners. For Lamson is the world's largest manufacturer of automotive fasteners. Most new cars and trucks that leave the assembly lines boast fasteners by Lamson as original equipment. What better recommendation could any service shop have that Lamson automotive fasteners are best for all repair purposes?



**The LAMSON & SESSIONS Co.**  
1971 West 85th Street • Cleveland, Ohio

Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

WORLD'S LARGEST MANUFACTURER OF AUTOMOTIVE FASTENERS

things to be done, such as engine overhaul, rods reconditioned, crankshaft ground and clutch rebuilt, which is often the case, the only way you can get such a job out on time is by scheduling the different jobs to the various departments in such a way that you will not be held up in any department that would delay completion of the job. If a bottleneck exists, make a time study and find out the cause and correct the trouble.

A couple of illustrations:

Recently we were delaying jobs through the brake division. Getting brakes lined and clutches rebuilt created a bottleneck. A time study from our shop schedules revealed that we were taking six to eight minutes each to debond, clean, bond and box shoes.

By moving our cleaning machine and changing our method of debonding, we reduced this time to two and a half minutes per shoe.

Let's analyze the net result. We get 25 cents per shoe for bonding. The same man that used to turn out 75 shoes a day now turns out 225. The income increased from \$18.75 to about \$50 per day, which changed this operation from a loss to a good profitable department, but—most important—we could take in 100 shoes in the morning and deliver on the afternoon delivery, or take in 200 shoes one day and deliver them the next morning, regardless of the condition of our stock. The result was more income and no complaints from customers on delivery.

The additional outlay was about \$400, which we will get back with our present shoe volume in about four months. In addition to the

*\*Excerpts from an address before the convention of the Automotive Engine Rebuilders Association last month.*

# The Mysterious Case of FISHEYE BLISTERBOTTOM



## How the TINTOMETER revealed his true colors!

DO YOU REMEMBER old Walter Slade? I can still see his tired face just as he was seven years ago; just as he was on that warm Spring day when he sold his auto paint shop to me and lit out for old Wyoming. I never saw Walter after that, but I never forgot what he told me.

Would you like to hear it in his own words? This is the mysterious case of Fisheye Blisterbottom . . . the story of the Beast . . . just as Walter told it to me.

"Son, I want to warn you. Be on the lookout for this low monster. No prison has ever been able to hold him!

"How low can a man get? Well, let me tell you, they don't come lower than Fisheye. His specialty is robbing car painters. Could any act be more loathsome?

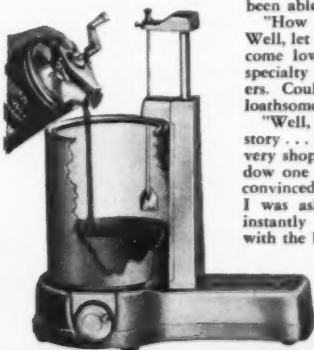
"Well, son, to go on with my story . . . Fisheye crept into this very shop through a back window one dark afternoon. I am convinced to this day he thought I was asleep, but I saw him instantly and rushed at him with the butt of my spray gun.

He vanished like a ghost, with a case of my prize R-M Black Lacquer under his arm.

"The police caught him that same day, but the evidence had disappeared . . . everything was gone except a smudge of green enamel on his coat. This was all I needed! The police were amazed when I told them the exact formula of that green enamel, explaining to them that I had just prepared that car color on my R-M Tintometer, according to R-M's color formula, right down to the one-thousandths part of measurement!

"In his haste, Fisheye had spilled some of the color on his coat; it sealed his doom! The R-M Tintometer revealed Fisheye in his true colors!"

Ask your R-M Jobber to explain the scientific, profit-saving R-M Tintometer Color matching system.



Write today for your copy of the helpful R-M Re-Finishers' Manual.

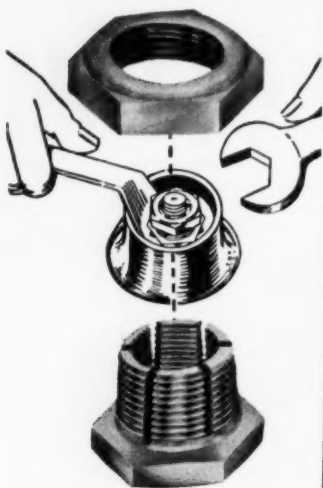


5935 MILFORD AVE., DETROIT 10, MICH.

1244 N. LEMON ST., ANAHEIM, CALIF.

Manufacturers of passenger and commercial car lacquers • enamels • primers • surfacers • tinting colors • thinners • removers • rubbing compounds, etc.





## The NEW CLAMP-LOCK NUT

Made in U. S. A.  
Patented in Mexico

Patent Pending in  
U. S. A. and Canada

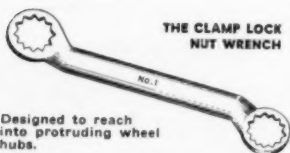


- More Gripping Power!
- No Key Needed!
- Every Nut Tested and Guaranteed to be a good workable nut.

The Clamp Lock Nut is far superior to any ordinary nut. Tapered threads grip the spindle like WELDED.

No rethreading is necessary on old worn threads.

Nuts made for autos, trucks, tractors, and all purposes.



THE CLAMP LOCK NUT WRENCH

Designed to reach into protruding wheel hubs.

Ask your Jobber, Dealer, or write to



**SCHWAIGER**  
MANUFACTURING COMPANY

P. O. BOX 154, CULLMAN, ALABAMA

tremendous savings affected by this change, we know when we can make delivery and make it when the customer wants it.

Illustration No. 2:

Cleaning is always a problem in every shop. We have 14 production men in our shop, and we found out that the delay or bottleneck in cleaning was requiring most of two men's time, and still we had costly delays, as your high-priced men must be kept busy.

The answer came by adding a second-hand sand-blasting machine at \$250 and a fast rotary-type cleaner at \$700 which not only eliminated the bottleneck causing the trouble but one man could then keep three small electrically-driven washers going without delays to the high-priced machinists and mechanics and do all the cleaning.

So, with an investment of \$950 we improved efficiency throughout our shop and reduced direct cleaning costs \$225 per month by eliminating one man in the cleaning department, and reduced overhead generally by reducing the non-productive time.

I could give at least a dozen similar experiences, but these two illustrations should suffice, as you know such things are happening in your shop daily that can be corrected. If you know these conditions exist and do not make any attempt to correct them, don't blame the shop for losing money. Gentlemen, the weakness lies in management...

### Patten Succeeds Gilbert At S.E. Show Helm

WEBB Patten of Patten Sales Co., Inc., Miami, Fla., became president of the Southeast Automotive Show, Inc., this month, succeeding George V. Gilbert of Charlotte, N. C., who resigned due to continued ill health, it was announced by Harry F. Gee, Jr., of Federal-Mogul Service, Atlanta, who is show secretary.

"The board of directors accepted Mr. Gilbert's resignation with deep regret and then elected Mr. Patten, who is from Miami, where the 1953 show will be held next May," Gee said.

### Flenniken Dies in N. M.

Gordon Flenniken of General Parts & Equipment Co., Tucumcari, N. M., died recently. He formerly had worked for Connor Mathes Co.

### International Boosters To Meet Dec. 8-9

THE annual meetings of Automotive Booster Club International will be held Monday and Tuesday of the ASI Show week in Atlantic City, President Walter J. Sullivan has announced.

The executive committee will meet on Dec. 8 and the board of governors, consisting of qualified delegates and/or alternates from each of the charter clubs, will meet on Dec. 9. Meeting place will be announced later.

### AAR Schedules Meetings During ASI Show

THE schedule for meetings of Automotive Affiliated Representatives to be held in connection with the ASI Show in Atlantic City, N. J., has been announced by Executive Secretary Ed. L. Lee of New York.

Officers' meetings will be held Dec. 6 and 7 and the directors will meet Dec. 8. The general membership meeting is set for Dec. 9 and the annual banquet will be Dec. 11. All functions will be at the Dennis Hotel.

Watt Welch and Ken Tucker are new salesmen in the northern territory of Smyth Auto Supply Co., Inc., Amarillo, Texas, it was reported by Johnson Whitsett, vice-president.



**SOUTHERN**  
FRICTION MATERIALS CO. - CHARLOTTE, N. C.

## Operating Costs Higher, SAJ Survey Shows

**O**PERATING costs for wholesalers are running higher than a year ago, according to a survey by SOUTHERN AUTOMOTIVE JOURNAL in the South and Southwest.

But volume, as well as expenses, was up in many cases so profits, while smaller, were not trimmed enough to cause anxiety.

"We are doing more volume but our expenses are higher," said a typical answer from a Floridian. "We have found that to keep our volume up from one year to the other, we have to increase our inventory with new lines.

"To show a gain each year over the others, we have to give more and better service. Dealers are becoming more price-conscious each year."

Several reasons for smaller margins of profit were given.

"Operating costs are slightly higher than a year ago and we have a smaller margin of profit," reported a West Virginia firm. "Too many small wholesalers are springing up to split volume of business. They invariably sell off or under



This two-story building of concrete and steel construction will add 20,860 square feet of manufacturing space to the St. Louis, Mo., plant of Barrett Equipment Co. It will be completed soon.

the established price for the commodity to get started, which further hurts net profit for the old, established houses.

"This will get serious if followed by manufacturers much more so than now."

Increased costs produced by rapid expansion of defense industries in some areas brought extra headaches to wholesalers in those localities, as well as extra business.

"Although our volume is larger

this year, we are taking a small gross profit," said a firm situated near one of the biggest defense projects in the Southeast. "Expenses are taking a larger percentage, so profits will be squeezed pretty thin, if any. Our area is now a very high-cost area."

"Increased freight costs, forced selling by some jobbers, competitive tactics in paying freight and special deals have forced operating costs up," said a Texan.



## MOTIVE EQUIPMENT MANUFACTURERS, INC.

5253 W. Roosevelt Rd., Chicago, Ill.

Pilot offers you a quality line of hydraulic brake cylinders, parts, repair kits and universal joints. Write for complete catalog.



A HALPERIN INDUSTRY





This warehouse at 1409 Howell Mill Road, N. W., Atlanta, Ga., will provide Southeastern distributors with World Bestos brake linings and clutch facings. Occupying 5,000 square feet, the warehouse was opened recently under the management of C. A. Paine.

## MEWA Adopts Measure On Free Markets

A PRESS release from Motor and Equipment Wholesalers Association last month stated, in part: "Reiterating the conviction of MEWA members that automotive wholesalers must be kept competitive with car and truck manufacturers so they can continue to serve vehicle dealers at a profit, and thanking manufacturers who are doing so, the board of directors of Motor & Equipment Wholesalers Association at its San Antonio, Texas, meeting, May 2 and 3, denounced as highly dangerous the thinking expressed in some quarters that wholesalers should be kept competitive with car and truck dealers only and be content with just selling the independent garage trade.

"Such thinking essentially is a 'crumbs from the table' attitude insofar as wholesalers are concerned, and policies in accord with same, the board said, would accelerate the present trend toward monopolistic domination of the automotive service industry by major vehicle makers and be destructive alike of the welfare of independent manufacturers, wholesalers, vehicle dealers and independent garages, and thus be detrimental to the public interest.

"The board expressed its appreciation to those manufacturers whose policies and programs accord with a realistic understanding of the importance of wholesalers' being able to sell competitively in free and open markets. It called upon wholesalers everywhere to join together and present a united front against very apparent attempts to deliver the car- and truck-dealer markets to vehicle makers.

"In line with the above, the MEWA board took due notice of the Federal Trade Commission's current investigation to determine the extent to which automotive wholesalers and others are being discriminated against in price in favor of car makers, oil and rubber

For greater economy, dependability and lasting efficiency . . . be sure it's one of the

ORIGINAL . . .

*Quick Chargers*

1. Electric time clock and circuit breaker.
2. Slow charging feature.
3. 80 Ampere output.
4. Available with or without cart.

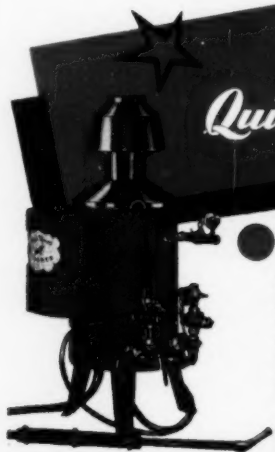
"A low priced portable charger that solves the problems of service stations, fleet owners, truck operators, used and new car dealers. Model Q85C shown at right. Many other models available."



*Quick Steam* Cleaners!

1. Produces a continuous supply of steam or hot water.
2. No moving parts.
3. Compound does not pass through cells.
4. Adaptable to any type gas.
5. Low initial and operating cost.

"A heavy duty precision built cleaner that produces steady high pressure steam and a continuous supply of hot water for car washing and miscellaneous uses. Shown at left Model Q5B Stationary Gas Fired Cleaner.



**QUICK CHARGE, Inc.**

1750 N.E. 10 — OKLAHOMA CITY, OKLA.







Here's the  
**ANSWER to ALL**  
of your **ENGINE**  
**BEARING NEEDS**

■ The **COMPLETE** Engine  
Bearing Service

■ More than 7,000 items



**FEDERAL-MOGUL SERVICE**

(Division of Federal-Mogul Corporation)

DETROIT 13 • MICHIGAN

Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Service • Exchange Insert Rods, Rebabbitted Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Shims and Shim Stock





## Brake Block and Seg-Mold

### SEE THIS 3 POINT BRAKE LINING PROGRAM

- ▲ SUPERIORITY  
Due to Equalized Friction Engineering
- ▲ BETTER PROFIT PICTURE
- ▲ COMPLETE TRADE COVERAGE



**NATIONAL SEG-MOLD**  
(Fully cured seg-  
ments) Based Sets  
... Greater heat  
resistance under  
tough braking condi-  
tions. For riveting  
and bending.

**NATIONAL  
BRAKE BLOCK**  
(Semi-cured  
wire-back) For  
quick-acting  
braking with  
less pressure.  
Available  
boxed, in bulk  
and in 25 ft.  
rolls. For riv-  
eting and  
bending.



**NATIONAL SF**  
Heavy Duty  
Clutch Facings

Be way ahead with NATIONAL Brake Block and Seg-Mold . . . Available to meet the individual requirements of all passenger cars and trucks. You can't find a better brake lining anywhere! That's the result of Equalized Friction—NATIONAL's laboratory-exact combination of the right materials engineered for perfect balance, more efficient braking . . . A generation of research and development has gone into it!

Look into the attractive money-making deal NATIONAL has for you. Write now for complete information and latest easy-to-read catalog to Dept. C

**NATIONAL BRAKE BLOCK  
CORPORATION**  
79 MADISON AVENUE • NEW YORK 15, N. Y.  
Dependable Performance Since 1919

Stock Warehouses at  
New York Chicago Fort Worth Los Angeles  
Birmingham Dallas

Neel Greenfield Sales Co., 509 East Third St., Fort  
Worth, Texas. Herman J. Downey & Co., 2629-31  
First Ave. N., Birmingham 3, Ala.



Warehouse distributors from Alabama, Florida, Georgia, North and South Carolina, Tennessee, Kentucky, Virginia and West Virginia met at Atlanta, Ga., last month to hear The Gabriel Co. outline its 1952-53 sales program. Lawrence M. Hirsig & Co. of Jacksonville, Fla., also was represented at the sales conference.

companies and chain stores.

"B. W. Ruark, MEWA's general manager, commenting on the association's stand, pointed to the present steel situation as an example of what happens when over-big government steps in to resolve issues between over-concentrated industry and labor. He described government's duty as being to preserve free competitive enterprise, and said if it discharges that duty by vigorous enforcement of our anti-trust laws, there will be no occasion for it to assume dictatorial powers under the spurious claim of inherent executive powers to protect the public welfare.

"Ruark expressed the hope that

free and open competition be restored and maintained in those segments of the automotive industry where it does not now exist in order to avoid possible nationalization of the industry that might otherwise ultimately result . . .," it was stated in the release from the association.

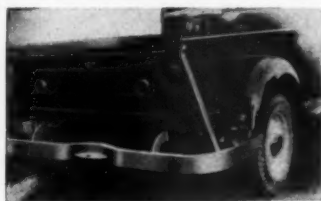
### Johnson Joins Service Parts

R. N. "Dick" Johnson has joined Service Parts Co., San Antonio, Texas, operated by his father-in-law, Bill Wagenfehr. Johnson formerly was with General Electric Co.

Airman Ben L. Siegal of Tuscaloosa, Ala., is reported missing after a mid-air collision of two planes off the California coast. His father, Ed Siegal, operates Automotive Parts Co. in Tuscaloosa, along with his uncle, Harry Siegal. Another uncle is Arnold F. Siegal, president of Alabama Auto Parts Co., Birmingham, and a past president of the Southeast Automotive Show.



## ROGERS "PROTECTO-PUL"



● The Rogers "PROTECTO-PUL" Truck Bumper protects entire rear body and fenders. Made from 4-inch steel channel with streamline design for beauty and protection. Installed in very few minutes.

A complete line of pickup truck bumpers, step plates and spare tire racks.

Distributor Inquiries Invited.

W. ALLEN **ROGERS** Industries

P. O. BOX 272

DEMOPOLIS, ALA.

Always Insist On

# KEN TOOLS

TIRE AND WHEEL CHANGING

...they're "Job Designed"

Ask For KEN-TOOL  
Replaceable-Rubber-Head

or KEN-TOOL Standard  
*Tire Hammers*

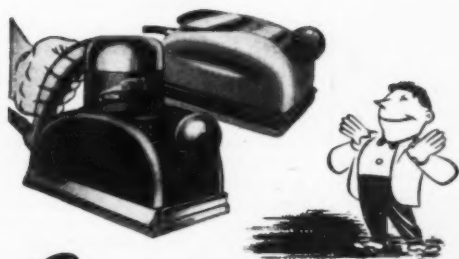
"Job Designed" for changing tires... use either KEN-Standard or Replaceable-Rubber-Head Tire Hammers. Built stronger to last longer... real time and labor saver!

T-35 - TRUCKS  
T-33-R - PASSENGER  
T-34 - TRUCKS  
T-31 - PASSENGER  
T-36 - TRUCKS  
T-37-R - PASSENGER

LARGEST EXCLUSIVE MANUFACTURERS  
OF TIRE AND WHEEL CHANGING TOOLS

**The KEN-TOOL Mfg. Co.**  
Akron 5, Ohio

JOBBERS:  
Write for Catalog Today!



## Easy The ONLY RECIPROCATING SANDER

Powered with an ELECTRIC MOTOR

New TWO full-size—positive drive—genuine reciprocating, (STRATE-LINE) action sanders—Electric and Pneumatic (air) Powered DETROIT EASY FINISHERS

STRATE-LINE reciprocating action works up to right angles—no abrasive scratches, no hand clean-up—does the complete job!

**POSITIVE DRIVE**—plus rugged, powerful air and electric motors—insures power for the really tough jobs. Try to stop an Easy!

**WET SANDING** with Model AF's new No-Surge mist type automatically controlled water applicator for wet work maximum efficiency and operator comfort.

**FULL SIZE**—single pad, proven most convenient—uses 1/2 standard abrasive sheet, 3 1/2" x 9". Convince yourself—try an Easy! Write for bulletins describing Model DF (electric) and Model AF (air).

 **DETROIT SURFACING MACHINE COMPANY**  
1245 E. EIGHT MILE RD., DETROIT 20, MICH.

## Money in the Tank



### BOOST YOUR PROFITS with this radiator repair setup

Just set up this boil-out tank, fill it with Oakite Stripper solution—and you're ready to make money out of reconditioning clogged radiators.

The tank is easy to construct and install. Made of welded steel plate, with slabs to keep the work off the bottom, tank is heated by a 12-inch circular gas burner. Pump circulates solution under pressure to flush the radiator clean.

The solution is Oakite Stripper, designed for the job of removing sludge and silt from clogged radiators. Stripper works fast, has long solution life. Radiators come out clean—easy to inspect and repair—in as little as 30 minutes.



Detailed drawing, in-shop help yours for the asking. Call your local Oakite Technical Service Representative. Or drop us a postcard.

Get this **FREE BOOKLET**, too! Tells all about

- Declogging radiators
- Degreasing parts
- Descaling motor blocks
- Cleaning motors and chassis
- Body washing

Write for your copy today!

OAKITE PRODUCTS, INC., 408 Rector St., New York 6, N.Y.

SPECIALIZED INDUSTRIAL CLEANING  
**OAKITE**  
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U.S. & Canada



The second organizational meeting of the North Carolina Automotive Wholesalers Association was held May 17 at Asheville, N. C., immediately after the end of the Southeast Show Conference. Those who attended are shown in photo at right, while officers of the association appearing in the other picture are (l. to r.): Front row, Nathan M. Roberts, executive secretary of the Automotive Wholesalers Association of Alabama, who was "lent" by his group to appear at this meeting to help with organizational details; George McFarlane of Wilmington, president; E. L. Brown, secretary; standing, Lee Braxton of Whiteville, membership committee chairman; H. Lester Flowers of Hickory and Floyd C. McLean of Laurinburg, directors, and Max A. Hayes of Asheville, member of the membership committee.

## Eye-Catching HYDRAULIC BRAKE • KIT • HOSE and SWITCH

*Merchandiser by*  
CREATED FOR LIGHTNING-FAST FINDING  
AND REORDERING OF PARTS



The new EIS Merchandiser is planned so that location of parts is fast. Jobber Salesmen can quickly refill — a time-saver for everybody.

One cabinet with 6 different assortments — priced to suit your needs. Room for expansion, even on the largest stock we suggest.

### EIS ADVANCED-DESIGN BRAKE PARTS ARE ENGINEERED FOR HIGH PERFORMANCE

MASTER CYLINDER MAIN CUPS feature built-in MOULDED BRASS RING to eliminate cup scuffing.

ALL EIS KITS feature latest type valves.

RIBBED WHEEL CYLINDER CUPS for all Chrysler Products, Ford, Chevrolet, International and GMC trucks. **PATENTED!** Exclusive EIS feature.

**EIS AUTOMOTIVE CORP.**  
**MIDDLETOWN, CONN.**

ASK YOUR JOBBER OR WRITE US DIRECT.

OVERALL: 18" x 24" x 30"  
Height - 12" x Depth - 12"  
Width of 60 compartments

"TELLS ALL  
REPAIRING



Stock number  
car model, year  
and contents on  
the front of  
every package  
tells the jobber  
what to order  
They're Factory  
Sealed. Factory  
direct.

TIME SAVING  
REORDER



Also, Greater  
Price Catalog  
Condensed for  
convenient use.

## North Carolina Association Adds More Members

REPRESENTATIVES of the 13 wholesale firms attending a "dutch treat" luncheon of the new North Carolina Automotive Wholesalers Association last month indicated virtually to a man their desire to join up, bringing more strength to organizational efforts begun only a few weeks ago.

"This is not going to be an exclusive association except that you must be a legitimate jobber and must have a place of business," said President George McFarlane (of Mac's Auto Parts Co., Wilmington, N. C.).

Bylaws have been adopted along the lines of the Alabama association, "which is one of the outstanding associations of the United States," McFarlane pointed out. "We are very anxious for you to see that this is the most democratic group you have ever belonged to. The majority will rule the association."

Lee Braxton of Braxton Auto Parts, Inc., Whiteville, reported, as chairman of the membership committee, that 77 replies to let-



A. B. Coffman has again been selected to manage the Automotive Service Industries Show, to be held Dec. 10-13 at the Atlantic City Auditorium. Mrs. Ruth Hall, who has been actively engaged in show management for 18 years and who is at present assistant to Coffman, is secretary-treasurer.

ters sent to wholesalers indicated strong enthusiasm for becoming members.

Nathan M. Roberts, executive secretary of the Alabama association, asserted that his board of directors "feel that they have a direct responsibility to their fellow wholesalers in neighboring states and have permitted me to be of some assistance to them." In his remarks he urged careful planning of the program, with the goal of planning one that would be attainable.

Carl Dietrich of MEWA also spoke briefly at the short session of the group.

Eventually the group contemplates employing a full-time secretary.

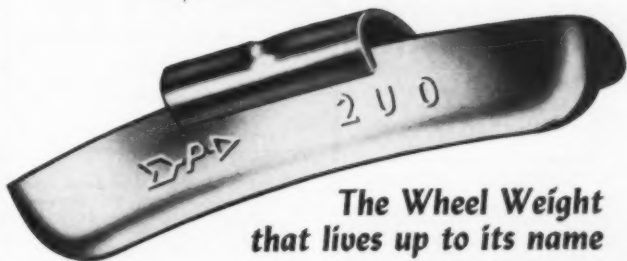
#### Ramsey Names Pike for Ads

Samuel G. Pike has been appointed advertising manager of the Ramsey Corp. Formerly assistant to the general sales manager, Pike succeeds W. G. Myers, who has been named director of purchases for the corporation.



...Where  
**BALANCE**  
*is needed!*

**PERFECT**  
**WHEEL WEIGHTS**



**The Wheel Weight  
that lives up to its name**

#### ● "U" TYPE

A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

#### ● "C" TYPE

The "C" type weight (newstyle) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

#### ● "SPECIAL" TYPE

Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.



**PERFECT EQUIPMENT CORP.**

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KOKOMO, IND.

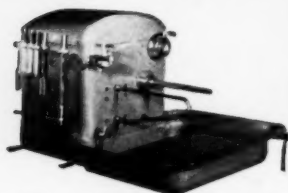
P.O. Box 706



*Manufacturers of Wheel Weights for Trucks and Passenger Cars*



## Wet Ream or Hone with LEMPCO Speedmaster



Originally designed and widely used as a precision hone, the Speedmaster Ream/Hone now serves as a drive for both wet reamer and hone. One machine with suitable speeds for both the reamer and hone. The work runs cooler, cleaner and faster. To increase the diameter of the cut simply turn the micrometer dial.

Ideal for speed and accuracy in fitting pins, master cylinders, king bolts and steering sectors. For details write Lemppo Products, Inc., 3490 Dunham Rd., Bedford, Ohio.

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**LEMPCO EQUIPMENT**  
... It pays its own way

successful operators push car  
washing because the car owner who has  
his car washed is the best potential  
customer for additional  
automotive services

## cold steam

blasts  
stubborn  
dirt

the washer connects to  
your regular air and hot  
or cold water supply.

no back  
splash

no boots or apron  
needed with washer.



**WASH! MIT! RINSE! LET DRY!**  
easy  
effective

saves time, effort in  
cleaning motors, parts.

**HYDRO-AIR** Pressure \$9.95  
Washer

**D&M Products, Inc.**  
28 N. Raymond Avenue  
Pasadena 1 - California

If your jobber cannot  
supply you, we will  
ship direct - postpaid



The first quarter of 1952 was the best in the history of Bowers Battery and Spark Plug Co., Harry J. Noznesky, vice-president in charge of sales, told this sales conference of branch managers recently. Among those present were Homer Sander, Baltimore sales supervisor; William Doenges, Baltimore branch manager; Marvin White, Southern division sales supervisor, and Arthur L. Corcoran, Atlanta branch manager.

### Mrs. M. D. "Buck" Taylor Dies at Andalusia

MRS. M. D. "Buck" Taylor, wife of the president of Taylor Parts & Supply Co., Inc., Andalusia, Ala., died May 30 after several months' illness.

Taylor is a past president of the Automotive Wholesalers Association of Alabama.

### Hirsig Represents Mercury

Lawrence M. Hirsig Co., Jacksonville, Fla., has been appointed Southeastern representative for Mercury Brake Products Co., Chicago.

Wendell Pendleton has been appointed manager of the Kansas City territory of the Automotive Division of Van Norman Co. He was with the U. S. Air Force as a pilot for some time and more recently operated his own business.



## Badger COMPLETE REPLACEMENT LINE

- SHOCK ABSORBER LINKS
- GAS CAPS
- RADIATOR CAPS
- PRESSURE RADIATOR CAPS
- KEY LOCKING GAS TANK CAPS
- NOKEE SELF-LOCKING GAS TANK CAPS
- OIL FILLER CAPS
- HEADLITE DOORS
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**Badger TOOL & MANUFACTURING CO., INC.**  
1001 WEST PULASKI STREET CHICAGO 7, ILL. 60612

## Stands Alone —Has no Equal



The original liquid metallic preparation for repairing cracked engine blocks, cylinders and valve ports.

**MILLER MANUFACTURING CO.**  
Dept. 5A Camden 5, N. J.



Mrs. D prepares to pay some bills.

## Jobber in Skirts

By Baron Creager  
Southwestern Editor

AT THE time of the death of Walter N. Dannenburg in June of 1947, his wife, Sue, was an accomplished bridge player, golfer and equestrienne.

She had helped her husband make up the payroll of the Standard Parts Co. of Tulsa, Okla., she understood the bookkeeping system and the rudiments of the business. But no one ever thought of her as qualified to run that business.

Now she refers to that bereavement of five years ago as "when Mr. Dannenburg went away." That was on a Saturday. On the following Tuesday she took over the Standard Parts Co., held a store meeting that night, assured everyone the business would continue under established policies and got a 100 per cent expression of co-operation.

Since that day she has not touched a deck of cards, golf clubs, or saddle leather. And perhaps that is one reason volume is just about double what it was five years ago.

Her hours, as president of the firm, are the same as those of everyone else who works there—

8 to 5:30—unless she is out of town on business. In five years she has not attended a party, has had only one vacation.

Now remarried since May of 1951 to Daniel F. Duden, former automobile dealer and vice-president of the company, she answers when called Mrs. Duden, Mrs. Dannenburg, Sue or Mrs. D.

"There were occasions when I had helped Mr. Dannenburg at night," explains Mrs. D. "He always made up the payroll and personally opened the mail. He had explained the books to me, too, and, of course, I knew quite a bit about the business. Naturally, however, I had never thought of running it myself.

"But after Mr. Dannenburg went away, I decided to run it. Everything we had was in the business and if I took over, ran it and lost everything, it would be the fault of no one but me.

"Besides, no one will look after your business or your money like you will yourself. It is too easy for someone else to use your money. So I quit parties, golf and horseback riding and went to work."

Yes, she agrees, it was a bit difficult to jump into the middle

### CHEVROLET IDLER ARM ADJUSTER

For center point steering assemblies on 1949-50-51-52 passenger cars and sedan deliveries.



The new IDLER ARM ADJUSTER is easily and quickly installed. By taking up the slack in the steering assembly, it eliminates unnecessary road shock, front end noise, excessive wear on assembly, and car weave. It's adjustable and . . . IT NEVER WEARS OUT! Retail Price \$3.95—Liberal Discount to Jobber and Dealer.

**GUARANTEED TO DO THE JOB!**

**D & V MANUFACTURING CO.**  
1953 BESSEMER ROAD BIRMINGHAM, ALABAMA

of a good-sized business like that and take over. Not too difficult, though, for some of the key employees have been with the firm for many of its 32 years, since it started as a hole in the wall.

Mrs. D wraps up her theories of doing business in one short sentence:

"If you have the merchandise and give service, you are bound to get some business."

And how, specifically, did she double the volume in five years?

"Just a lot of hard work," is the answer. And while upping the total business she found this accomplishment was possible with a few less people. There were 77 employees in 1947, now there are 69.

Mrs. D personally examines and approves for payment every statement for merchandise bought. She likes to know where the money goes.

She is likely to be found anywhere in the establishment, too—in a sales meeting, in the warehouse, back among the bins or closeted with a stack of bills to be paid. She demonstrated on at least one notable occasion that she can be as tough-minded as the next jobber.

It was a union incident. Before Mrs. D knew it, seven employees had signed up. She still thinks the union picked Standard Parts for a soft spot to drive an opening wedge because it was run by a woman.

#### Store Meeting on Unionizing

She called a store meeting. In specific terms she told those assembled that if they wanted a union, all right. But if they got sick, they could look to the union for their checks. If they needed money in advance, they could call on the union. In other words, if there was to be a union, there would be radical alterations of the humanitarian policies that were legend with Standard Parts. And the union threat dissolved.

Before his death, Dannenburg conceived the idea of an annual business and social meeting with his jobbers and dealers, for the firm is distributor on a number of lines. Now the customers are about 60 per cent dealers and 40 per cent jobbers.

The first meeting was held in 1940, and then came the war.

"After the war I decided it was a good idea to revive that plan,"

says Mrs. D about that period.

"I didn't want to lose contact with the company's old friends. I wanted to get better acquainted with them and the new customers. A meeting with some business, some fun and some food seemed to me to be the best way to get better acquainted with our friends. So we've had those meetings every year during the month of May and they have been entirely satisfactory and quite successful. There isn't too much business involved, it's just a friendly party, the only party I go to any more."

As previously pointed out, Mrs. D often attends sales meetings, but leaves most sales problems to George Roysdon, sales manager, and his four city and three country salesmen.

In addition to Standard Parts of Tulsa the firm operates three other stores, Auto Parts and Machine Co. of Muskogee, Dannenburg Distributing Co. of Oklahoma City and Standard Auto Parts of Poteau.

With Mrs. D constantly on the job, tirelessly making sure there is merchandise and service, it would seem that the four stores are "bound to get some business."

INTRODUCING

The

**HAVILAND**  
**SPORTSMAN**  
MUFFLER

A  
NEW  
MUFFLER



FOR A  
NEW  
MARKET

DESIGNED TO GIVE TOP PERFORMANCE WITH

- FASTER PICK-UP
- GREATER TOP SPEED
- INCREASED GAS MILEAGE
- REDUCED ENGINE WEAR
- FULL ENGINE POWER
- PLEASING LOW TONE

**A LOW TONE BUT NOT A LOUD TONE**

*Write today so you can start your profitable sales now!*

Arnold Haviland Company

Defiance 7, Ohio



A. Lee Proctor has been appointed Southeastern district sales manager for The Black & Decker Manufacturing Co. He will supervise sales and service activities for the Atlanta, Charlotte, Baltimore, Memphis and Miami branches. Proctor joined the firm in 1924 as a salesman and has been Atlanta branch manager for 20 years. He is a member of Automotive Booster Club B-6.

### R. T. Clapp of Knoxville Succumbs in Kentucky

R. T. CLAPP, 71, founder and president of R. T. Clapp Co., Knoxville, Tenn., died last month in Louisville, Ky., where he had gone for the Kentucky Derby and a short vacation.

A native of Knox County, Clapp in 1914 founded the R. T. Clapp Battery Co., the forerunner of the present business. He was well known to the trade throughout the area.

Last October he suffered a heart attack and spent about three months in quiet convalescence. He had returned to his office about four months before his death.

He is survived by his widow; a daughter, Mrs. A. R. Ponsot of Coral Gables, Fla.; a brother, W. B. Clapp, and a sister, Mrs. Lelia C. Burkhart, both of Knoxville.

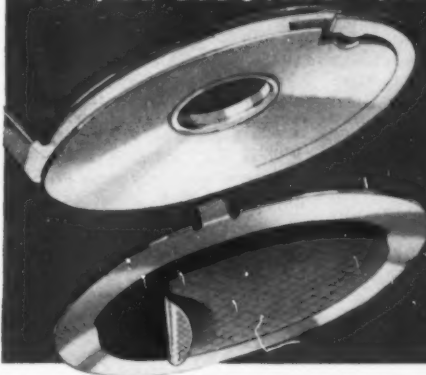
### Lynch Opens Southern District Office

LYNCH Corp., manufacturer of PAR air compressors, has opened a Southern district office at 1036 Peachtree St., N. E., Atlanta, Ga.

The district will be managed by B. J. Scholl, who has been a district manager for the Par Division for a number of years. R. W. Graf, factory-trained sales and service engineer, will assist him.

## Speaker® NOW OFFERS YOU Fused ELECTRO-PATCHES with Automatic Shut-Off for SAFER, MORE PROFITABLE TUBE REPAIRS

### FIT ALL ELECTRIC PATCH CLAMPS



There's an Electro-Patch for every tube repair on synthetic or natural rubber — Round or oblong patches — giant, truck-size patches — replacement valve stems. They're handy, speedy and clean . . . tops for safe, dependable repairs.

## TO BE DOUBLY SURE - Here's the Perfect Combination for Profitable Electro-Patching:

### PROFIT with this ELECTROMATIC OUTFIT No. E-100

Complete outfit includes materials for over \$100.00 worth of top notch tube repairs:

- 1—all steel pressure clamp with transformer, 110-125 Volt A.C., 50-60 cycles.
- 40—Round Electro-Patches
- 20—Oblong Electro-Patches
- 20—Giant Round Electro-Patches
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Instructions and Guarantee Certificate.

**only \$1475**

COMPLETE

No. E-100X Electromatic pressure clamp only ....\$8.50



GET IT FROM YOUR JOBBER

J. W. Speaker®

### Speaker Electro-Patches and the ELECTROMATIC VULCANIZER

Now you can go Speaker all the way in your tube repair department. If you do not have electric patching equipment — or you want to go modern — the Speaker ELECTROMATIC is your answer. Check these features:

- TOGGLE ACTION • PREDETERMINED PRESSURE
- EXTRA LARGE THROAT • RUBBER PRESSURE CUSHION • SWING-DOWN BUFFING TABLE • WATCHMAN PILOT LIGHT • UNDERWRITERS APPROVED.

These Electromatic advantages add up to a coordinated tube repair system for your shop. Be sure — switch to Speaker Electromatic and Electro-Patches NOW.



## AERA Delegates Get Urging Toward Profits in Hot Rods

By Baron Creager  
Southwestern Editor

**M**EMBERS of the Automotive Engine Rebuilders Association doubtless pocketed an educational profit when for the first time in the history of this trade group the annual convention—the thirtieth—was held west of the Mississippi river, May 6, 7 and 8 in San Antonio, Texas.

There, from an imposing array of hand-picked standouts in their industry, they got from a crowded speaking program the answers to some of their most pressing market and shop problems.

If trade association efficiency is measured by the amount of lean meat in a convention program, then AERA is among the most aggressive on behalf of membership, for business sessions were more like clinics than speaking programs, with the ballroom of the Plaza Hotel packed to standee space

at the rear wall for every session.

Play time was climaxed by Texas Delegation Night, featuring a barbecue with entertainment trimmings; and Texas and Texans were subjected to good-natured "ribbing" in the introductory comments of some northern and eastern speakers.

In the first business session the convention accepted the recommendation of a nominating committee headed by J. C. Rogers of Atlanta, Ga., and advanced Morrill Palmer of the Trackman Auto Supply Company of Joliet, Ill., from first vice-president to president. He succeeds W. M. Hudgins of the Koochook Co., Inc., St. Louis, Mo.

Robert E. Phelps, of the Phelps-Roberts Corp., Washington, D. C., was advanced from second to first vice-president and for a new second vice-president the committee

reached into the board of directors for James H. Templin, of the Motor Car Supply Co., Chicago. C. W. Yount, of the Eagle Machine Co., Indianapolis, Ind., was re-elected treasurer. R. G. Patterson is executive vice-president.

Four new directors were elected. They are Clyde Lang of Standard Motor Parts of Akron, Ohio; H. A. Torgis, of A. L. Torgis and Son, Toronto, Canada; George W. Yount, also of the Eagle Machine Co. of Indianapolis, and Fred Lambert, The Lambert Co., Los Angeles, Calif.

Holdover directors are F. C. Bradley, Jr., Connecticut Bearings Company, Inc., New Haven, Conn.; H. E. Campbell, Howard Campbell Co., San Antonio; D. H. Goldham, K. & G. Sales Co., Baltimore, Md.; E. A. Jenkins, Jr., Jenkins Auto Parts Service, Inc., Columbia, S. C.; H. L. Lowery, The Lowery Co., Bay City, Mich.; Edward McGovern, Jr., Mack Boring and Parts Co., Newark, N. J.; L. J. Messer, L. J. Messer Co., Inc., Lincoln, Neb., and W. H. Slack, Jr., Slack Auto Parts Co., Gainesville, Ga.

After brief remarks by President Hudgins, in which he praised the type of program arranged, Patter-

**Manufacturers of  
Original  
Equipment  
REPLACEMENTS**



**The Plant Behind AMKO Products!**

**AUTOMOTIVE MAN'G Co., INC.**  
Manufacturers  
556-570 W. FULTON STREET CHICAGO 6, ILLINOIS

### OIL FILLER CAP ASSORTMENT

- Manufacturers of Original Equipment
- Oil Cap Specialists To the Automotive Trade

Ass. No. 820 contains 25 Oil Filler Replacement Caps for popular cars. Easy to stock, easy to handle. Each cap similar to original equipment. Caps also available in Bulk. Free catalog sheet upon request.



Reusable box is made of heavy durable board with beautiful simulated leatherette covering. Size of box 8" x 14" x 3".

### BERKSON PRODUCTS, INC.

2014 N. MAJOR AVE.

CHICAGO 29

### ENGINE SHAMPOO

QUART SIZE CONCENTRATE  
MAKES 2 GALLONS

GUNK SUPER CONCENTRATE DILUTES with low-cost kerosene or fuel oil dilute and cleans engine blocks faster and more completely than steam cleaning. In quart and larger sizes at wholesale automotive jobbers throughout country. Extra strength, ready-to-use Gunk in pint containers is available from any of the Harley-Davidson motorcycle dealers everywhere.

**THE CURRAN Corporation**  
Manufacturing Chemists,  
Consultants

SOUTH CANAL STREET  
LAWRENCE, MASSACHUSETTS





son, the executive vice-president, prefaced his report on association affairs with the admonition that Texas Delegation Night was not an association affair, but had been arranged by Director Campbell, chairman, and his convention committee. Campbell disclaimed credit for his efforts, saying that industry factors all over the Southwest had made this convention highlight possible. Other committee members were Francis J. Bowen, Bowen Auto Parts; Cory Mountjoy, The Mountjoy Co.; T. E. Poppe, Poppe Auto Supply, and Elmer Miller, Straus-Frank Co., all of San Antonio, with Robert Flato, Motor Supply Co., Corpus Christi, Texas.

In his report Patterson related that there are 1,047 wholesaler-shop operators who are members of the association, this number having been attained without a campaign. There are 153 manufacturer members, he said; 109 members have been added since the last convention and only 35 withdrew because of discontinuing a shop. There are eight applications to be acted on and, he admitted, most new applications are from Texas.

Patterson invited the convention



Officers of AERA include (l. to r.): Front row, R. G. Patterson, executive vice-president; W. M. Hudgins, retiring president; Morrill Palmer, president-elect, and C. W. Yount, treasurer; standing, Howard Campbell, director and convention committee chairman; James H. Templin, second vice-president, and Robert E. Phelps, first vice-president.

to consider inflation as one of its biggest problems.

"Take a crankshaft grinder that you paid \$5,000 for 20 years ago," he invited, "that you have depreciated at five per cent a year and now must replace. It is impossible

to get a higher rate of depreciation and that is the problem you are up against. That is a challenge to this industry to make a profit from the shop. So you must carefully study your operating statements and carefully guard your profit."

## LOWEST PRICE QUALITY Valve Refacer



If it's made by Lee  
it's a "Knock-Out"

MODEL K 403



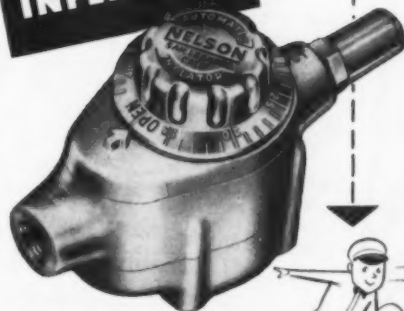
SEE YOUR  
AUTHORIZED  
K. O. LEE  
DISTRIBUTOR  
OR WRITE  
FOR  
COMPLETE  
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K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA

WET VALVE REFACERS • VALVE SEAT GRINDER SETS • STUD WRENCHES  
VALVE SEAT INSERTS • RESEATER SETS • ELECTRIC DRILLS • SANDERS  
ROD ALIGNERS • POLISHERS • HAND GRINDER SETS • REAMER DRIVES



★ Dial the  
pressure...  
get it  
Automatically!



★ WRITE FOR  
FREE FOLDER



NELSON SPECIALTY CORPORATION

440 PERALTA AVENUE • SAN LEANDRO, CALIF.





Partners Zack T. Layfield, Jr. (left) and Dexter E. Swanstrom (right) are shown at work behind the counter of their attractive new store at 186 Courtland St., N. E., Atlanta, Ga. With them is Counter-man Fred Coker. Both Layfield and Swanstrom were well known to the trade in the area before they opened their own business in this building.

given a run-in test. And one thing we do expect of you is eternal vigilance against the use of outside materials and parts."

Robert E. Phelps, new association first vice-president, first gave the convention facetious advice on getting along with Texans, then introduced the "Blue Plate Special." This is an association promotion program devised by a committee headed by Phelps and consisting principally of association officers.

"This is a re-ring job," the speaker explained, "with the parts and the labor all in one package and tagged 'Blue Plate Special.' We would like for you to adopt this name and use it as we expect to promote it on a country-wide scale.

"You haven't had this because you haven't had time to sit down and plan a promotion campaign, but we have here a program that's all you could ask for.

"We wanted to keep the price down to an attractive figure and as close to \$20 as possible, for the package is small. Use the bare minimum price in your own promotion, but don't worry. The customer will build it up from there. And one thing this promotion does is create in the customer's mind a doubt that the 'Blue Plate Special' will be enough. He wonders if he doesn't need a complete rebuilding job, and maybe he will buy just that."

Phelps related that where the "Blue Plate Special" has been in use, sales have averaged more than double the minimum price adver-



## JOHNSON BEARINGS for EVERY automotive need

**Y**OU will find a complete line of Johnson Sleeve Bearings and Bushings—for all leading makes of cars, trucks and buses. They are top quality, accurate and multiple-checked for all dimensions. Bearings are made to the same precise specifications as those furnished manufacturers for original equipment. Know this famous line—write today for Catalog.

JOHNSON BRONZE COMPANY  
565 South Mill Street, New Castle, Pa.



# JOHNSON BEARINGS

*Sleeve-Type*

tised. He used many slides to illustrate packaging, and non-technical advertising and promotion helps available.

With an address entitled, "We Did It," P. J. Sawyer divulged details of a financing plan through which his firm achieved sensational increases in shop volume. He heads the East Alabama Auto Parts of Anniston, Ala., and is a past president of AERA.

"The time finance industry was eager for extra business and presented a workable plan to our industry," he explained, "that combines the good points of all previous selling campaigns into one package."

Then he quoted statistics. In February there were 65 applications, of which 19 were approved. Then newspaper advertising was launched along with other promotion. As a result, applications for

March jumped to 120, with 42 approved and a total of 53 loans made and shop volume increased by more than 38 per cent. And in 25 days of April there were 141 applications, 55 approved, 78 loans made—and shop volume increased 63 per cent plus.

Sawyer gave advice on producing similar results. He said:

"Don't try to do this alone. Get some competitor you have confidence in to help you sponsor the plan.

"The plan must be properly and thoroughly presented to your sales force and you must insist they work the plan.

"There must be proper promotional advertising at the proper time.

"There must be the proper type of meetings with certified automotive engine rebuilders at which they are taught presentation of the

plan to owners in your territory.

"Finally, there must be the right type of management on the part of the finance company."

Another association past president, H. B. Truslow, who heads the Richmond Auto Parts Co. in the Virginia city by the same name, had made extensive studies in preparation of his address on "Job Scheduling—Use of Good Forms." He said he had the assistance of Phelps, who was handy to Richmond.

"We studied forms submitted by a great many members and from these we selected forms that are contained in a 12-page booklet, with samples of every kind of form for every size of job. This booklet is available to association members," he pointed out.

"You have a regular scheduled procedure for jobbing functions, so why should you let the shop do as it pleases when the same efficiency, by scheduling in the shop, would give you more income immediately? Also, the same efficiency would result in more parts sales and more satisfied customers.

#### **Minimum of \$500 Per Man**

"You should have a minimum income of \$500 per man per month in a complete shop and \$400 where you do not do heavy work."

The speaker said for proper scheduling the shop must have room, arrangement and modern equipment.

Perhaps the shortest address was that of H. B. Eldridge, of Universal Parts and Service, St. Louis, on "Quality Control of Machine Shop Operations." He said it was possible to control quality, "even though sometimes you think it controls you," and he prescribed four principal guides for consideration:

1—A method or routine for a job to follow through the shop. 2—Cleanliness. 3—Assembly. 4—Appearance of the finished job.

"It is my opinion that as a group we are turning out a better class of work than we did ten years ago," Eldridge commented, "and our competitors seem to think very well of the men we train the way they hire them."

B. W. Ruark, general manager of the Motor and Equipment Wholesalers Association, had the topic, "Profit Is Where You Find It," and said shop operators should be more conscious of the need of putting the business on a profitable basis than ever before.

"Too often we find methods used years ago still being used because

## **AUTOMOBILE DISTRIBUTORSHIPS IN MIDDLE SOUTH**

A prominent automobile manufacturer has several open distributor territories in a prosperous section of the Middle South. The well-rounded line, which includes both passenger cars and utility vehicles, offers an exceptional money-making opportunity.

The territories are already reasonably well developed, established dealers operating, with immediate profits available both from wholesale and retail.

Our requirements for distributorship franchises call for men of high character, ability and leadership, with business background that reflects their capabilities in management and organization. Financial requirements are in keeping with the size of the territory.

We will give careful consideration and a prompt reply to inquiries, which will be held in confidence. Personal interviews will be arranged in your city.

Address Box 150

SOUTHERN AUTOMOTIVE JOURNAL  
806 Peachtree St. N. E., Atlanta 5, Ga.

of inertia and failure to dig out the facts for improving business methods," he complained.

"Sometimes, too, we fail to distinguish between gross and net profit. We also set up price schedules without a true regard for the effect on profit. And too many regard the shop as a necessary evil, disregarding the fact that a shop promotes the sale of parts. Every department of your business should stand on its own feet."

Ruark opined that charges are too low for services performed in relation to the value of equipment performed on and that there are too many non-paid shop services.

"Metallizing" was a highly technical discussion by R. J. McWaters, sales manager for the Metallizing Engineering Co. of Long Island City, N. Y.; "Financing as a Means to Business Development" was the subject of Al Taylor of the General Acceptance Corporation of Allentown, Pa.; and the program also scheduled "Crankshaft and Cylinder Plating in the Air Forces," a discussion by Fred J. Britz, foreman, cylinder chrome plating section, Kelly Air Force Base, San Antonio.

Business sessions occupied only half of each day with the remainder

devoted to conferences with manufacturers, 79 of which were listed in the program as sponsoring conference booths, which occupied part of the Plaza lobby and all of the mezzanine floor.

Although a number of delegates and their wives took post-convention trips to Mexico, the convention closed with the annual banquet and dance at "La Villita," an outdoor entertainment spot known as San Antonio's "Little Spanish Town."

### New Tallahassee Store Opened by Keenan

THE new home of Keenan Auto Parts Co. was opened recently at 412 North Duval St., Tallahassee, Fla. The building has 5,000 square feet of floor space for bins, offices and machine shop.

Joe McLendon is manager of the store, which opened in Tallahassee in 1944. It is owned by P. A. Keenan, Sr., his wife and two sons, P. A. Keenan, Jr., and W. R. Keenan.

### Hershey Takes on Lines

Maxim Hershey, manufacturers' representative at Miami, Fla., has



Walter F. Heick, Jr., has been named Southern district manager for the Dynamometer Division of Clayton Manufacturing Co. He works with the Osburn, Crow & Yantis organization in Mississippi, Louisiana, Alabama, Arkansas, Oklahoma and Tennessee. He headquarters at 1031 Wingfield Road, Memphis, Tenn.

been named Southeastern representative for Apco Mossberg Co. and So-Lo Jack Co., Inc., both of Attleboro, Mass. The territory includes North and South Carolina, Georgia, Florida, Alabama, Mississippi and Tennessee.

## Brushes:

Magnolia Brush Mfrs. Inc., has made high quality brushes for the automotive trade since 1924. We manufacture a complete line of brushes for

The Wash Rack	↕	Driveway Squeegees
Driveway Sweeping		Wire Scratch Brushes
Whisk Brooms		Parts Cleaning
Radiator & Acid	↕	Fountain Truck Brush

Ask your Agency for our catalogue pages or to show you samples.

L. K. BELL CO., Atlanta, Ga. : BEN SEARS CO., Dallas

**Magnolia Brush Mfrs. Inc. DALLAS, TEXAS**



On fitting...

Piston Pins  
Con-Rods  
King Pins  
Brake  
Cylinders  
Generator  
Bushings

Ask Your Jobber  
to Arrange a  
Demonstration

## STAINLESS STEEL BANDS

### RESIST CORROSION



## "Aero-Seal" HOSE CLAMPS

Aero-Seals stay bright, lock tight, grip right. Vibration won't shake 'em, or rugged treatment break 'em loose. Curved saddle prevents distortion or biting at clamping point. Grip never slacks, worm-drive screw never back-tracks, yet Aero-Seal won't bind — is easily removed. Screwdriver or thumbgrip types. Aero-Seal gives you more to sell — more profit from each sale. Contact your jobber, or write us direct.



The Largest Selling Quality Hose Clamp in the World

**BREEZE CORPORATIONS, INC.**

41 S. Sixth St., Newark, N. J.

Use of stainless steel subject to government regulations.







Shoving off from Atlanta, bound for Indianapolis!

## "Off to the Races" Awards Go To Customers and Salesmen

BOTH customers and salesmen of Genuine Parts Co., Atlanta, Ga., had a chance to win an all-expense trip to the Indianapolis "500" in a successful "Off to the Races" contest.

The contest ran throughout March and April. Quotas for customers were based on actual pur-

chases during November, December and January, with a minimum quota of \$150. Customers showing the largest percentage increase over their quotas were winners in the event.

There were two winners for each of the four main-store salesmen and two winners for each of the

branch stores in Buckhead, Decatur, East Point, Marietta Street and West End, plus a new-accounts winner.

Two salesmen, two branch managers, two countermen and one shop man of Genuine Parts also won trips to the race with others in the group.

A bus was chartered to take the 25 winners to Indianapolis. E. S. "Dewey" Parks, general manager, and D. R. "Mac" McCleary, who directed the contest, traveled with the winners.

"We are completely satisfied with the result of our 'Off to the Races' contest," said Parks. "Its purpose, of course, was to stimulate sales, to acquaint new customers with our complete service and to exploit our five local branch stores.

"Further than that, we think we have done something different with a contest. We let the customers in on it. Typical contests are for salesmen.

"It was gratifying to notice how quickly the contestants got into the spirit of the contest and kept interested throughout."

Race-track scoreboards were set up in the main store and each of the

when you think of  
"stik-on" inside-windshield  
sun visors...

think of  
**Filterzone**  
®

FIRST IN SALES IN THE SOUTH!  
FIRST IN MOTORING SAFETY!  
STATE APPROVED... NATIONALLY ADVERTISED!  
made of 30 gauge HEAVYWEIGHT "Plyotran."

FILTERZONE AUTO VISION CO., 641 Lexington Ave., Brooklyn 21, N. Y.

## SIoux NO. 645 WET VALVE FACE GRINDING MACHINE

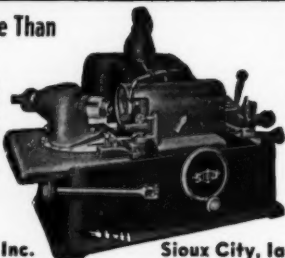
More Dollar Value Than  
Ever Before

NEW — different — outstanding features. Wet grinds VALVES, VALVE STEM ENDS, TAPPETS and ROCKER ARMS — producing finest finish and factory precision.

Ask the SIOUX Jobber for full particulars.

Sold only through  
Authorized SIOUX  
Distributors

Albertson & Co., Inc.



Sioux City, Ia.

## RAJAH PAT. HAND CRIMPING TOOL



NOTE—The simplicity of this Tool  
It strips and also crimps Rajah Terminals to  
Ignition Cable

Order from your jobber or direct from us.  
Send for circular and prices.

The Rajah Company, Bloomfield, N. J.

## FARM SALES MANAGER

Automotive concern with complete line having strong farm appeal, has opening for man thoroughly acquainted with business. Must know dealer organization, sales of accessory implements, how to organize farm distributor organization.

Write, giving outline of experience, salary requirements. All replies in confidence.

BOX 151

SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N.E.

Atlanta 5, Ga.



This miniature racer, borrowed from Manning's Garage, Atlanta, was displayed in the window of the main store along with a racetrack scoreboard. Smaller boards were set up in branch stores.

branches to show progress of the contest. McCleary sent regular bulletins to all contestants, written in race-track lingo and illustrated with checkered flags and other race-track equipment and scenes.

In addition to the trips to Indianapolis, 130 other prizes were awarded to the runners-up.

### Ruark Addresses Jobbers At San Antonio Meeting

EMPHASIZING the Boosters' pledge to assist in the development of markets in all segments of the industry, B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, told wholesalers in San Antonio, Texas, last month that freedom of choice in the market place is a basic essential of economic freedom.

Ruark was the principal speaker

at a luncheon given by Automotive Boosters of Houston for San Antonio wholesalers and the directors of MEWA.

### Ricke of Dallas Heads '53 Show Committee

RAY Ricke, representative for Proto Tools at Dallas, Texas, has been named chairman of the 1953 Southwest Show Committee, it has been announced by T. C. "Buddy" Garrett, show president.

Other members of the committee, are: Joe Egan, The Motor Mart, Dallas; Walter Frazier, Hirsig-Frazier Co., Dallas; Fritz Keller, Fritz Keller Co., Fort Worth; George Liser, George's Auto Parts,



Mr. Ricke

Fort Worth, and D. B. Pickens, Terry Automotive Supply, Dallas.

At its initial meeting, the committee studied an attendance-promotional campaign, possible show themes and show hours.

Manufacturers and Southwestern jobbers are asked to forward to the committee any ideas that might assist in the planning of the show, to be held March 26-27.

### Jones Succeeds Reynolds At Federal-Mogul

EDWIN Olney Jones, vice-president and secretary of Federal-Mogul Corp., has been elected senior vice-president and secretary. Stafford C. Reynolds, former senior vice-president and treasurer, has retired but will continue as a member of the board.

E. R. Darby, vice-president, research and development, has also retired. Gordon J. LeBrasse, formerly superintendent of the research laboratory, has been named acting director of research.

Samuel E. MacArthur has been elected treasurer and will also retain his former title and duties as controller.

### Redshaw Buys Interest In Virginia Company

H. W. REDSHAW has purchased an interest in Marion Auto Parts Co., Inc., Marion, Va., and become sales manager of the firm, it has been announced by H. G. Roland, president and manager. Redshaw was with Du Pont for 23 years, working with refinishing.

Marion Auto Parts recently opened a branch store at Abingdon, Va., with W. H. Land as manager.

### Cleveland Names Oklahoman

James L. Eyler has been named field sales representative for the Replacement Sales Division of The Cleveland Graphite Bronze Co. in the Kansas City, Oklahoma City and Denver NAPA warehouse territories. A member of Automotive Booster Club 37, he lives at 2016 East 21st St., Oklahoma City, Okla.



SOLD ONLY  
THRU JOBBERS

ACCURATE WEIGHT MANUFACTURING COMPANY  
P. O. Box 1063  
AMERICUS, GA.

### NO SLIP—NO FLEX

The best in engineering design, finest materials and years of manufacturing know-how are combined to give you the truly ACCURATE weight.

After a few jars and scrapes against curbs ordinary wheel weights flex and slip on the rim . . . not with ACCURATE. Accurate weights are specially designed to eliminate this by a special setting of the clip.

Get the facts about the ACCURATE line which also includes castor shims, flat spacer rings and the new contour spacer rings for coil spring knee action.

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## NEW Sparton Two-Face Directional Signal Lamp

Series 600—Class "A"



Gives you **3** powerful sales clinchers  
DEPTH ONLY 2"!  
ONLY ONE BULB!  
LIGHTWEIGHT!

Here comes a winner for sure! Skillful Sparton design brings you a *thinner* lamp with one bulb, one set of wires. Light weight eliminates fender tearing. Stimsonite lens gives powerful beam without reflectors. Finished in black enamel with chrome-trim bars on each side.

Meets SAE requirements and has passed all required tests by The Electrical Testing Laboratories Inc. Approved for use in most states requiring approval.

Other Sparton Series 600 Stars . . .



Single-face pedestal lamp (left), full-flush lamp (center) and semi-flush stud-mounted lamp (right) available individually or in complete sets with self-cancelling switch.

**AUTOMOTIVE**

Division of  
THE SPARKS-WITHINGTON  
COMPANY

MAKERS OF  
QUALITY  
AUTOMOTIVE  
EQUIPMENT  
SINCE 1900

**WHY HIRSIG  
Service Means  
Complete Service  
in the South**



## **For Manufacturers and Jobbers!**



Lawrence M. Hirsig



Mrs. Lawrence M. Hirsig



B. T. Brantley



B. W. (Larry) Hirsig



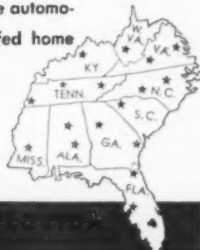
★ **IT'S EASY** to understand why Hirsig Service means complete service for manufacturers and jobbers in the South. A quick look at the Hirsig organization is all that is necessary. . . .

**AUTOMOTIVE EXPERIENCE . . .** Hirsig Service is complete because of the many years of automobile experience behind this organization . . . an average of over 13 years per man! These years of experience bring know-how to the creation and maintenance of the kind of service that builds business.

**SMALL TERRITORIES . . .** Hirsig men have small territories so they can make more frequent calls on their customers and serve them better. From headquarters in 17 Southern cities, information brought to customers on Hirsig lines is timely and complete.

**CAREFUL PLANNING . . .** The work of the Hirsig men in the field is planned and directed from Headquarters by men with long and successful experience in the automotive field. A fully staffed home

office promptly handles the necessary details as required by an efficient sales organization.



**LAWRENCE M. HIRSIG & CO., INC.** JACKSONVILLE, FLORIDA  
Sole Representatives for the Southern States



Tough on Oil-Pumping...

**GENTLE** on cylinder walls!

- GENTLE** because Steel-Vent's two wall-contacting steel sections have rounded edges which provide hairline contact and reduce drag to a minimum.
- GENTLE** because the Steel-Vent spacer has extra wide vents that let oil flow through freely for extra cylinder wall lubrication.
- GENTLE** because Steel-Vent's flexible, low-tension inner spring works only against the steel sections—holds them on the cylinder wall with soft pressure. Result: maximum life, minimum wear.

HASTINGS MANUFACTURING CO., HASTINGS, MICHIGAN • HASTINGS LTD., TORONTO

Piston Rings, Spark Plugs, Oil Filters, Casite, Drouf



TOUGH but oh so GENTLE

**HASTINGS** STEEL-VENT  
PISTON RINGS

Right for re-bore, re-ring, re-sleeve



so far advanced in design  
no *Other Ring* even looks like it!



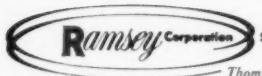
Ramco 10-Up Piston Rings  
Available from your  
Ramco Jobber with  
and without  
Ramcrome finish

this  
*Special*  
no gap  
steel spring-action  
*Ring*

enables you to guarantee the OUT-  
STANDING BUY in Engine RE-POWERING

Less engine drag because the steel Spiro-Seal ring in the Ramco 10-Up combination automatically adjusts its wall pressure to the amount of taper of cylinder bores. It makes possible reliance on stabilization rather than heavy, friction-causing pressures to control oil . . . to compensate for wear. Like a watch's balance spring . . . it alternates its pressure action. Provides lower pressure on the up-stroke for lubrication and stronger pressure on the down-stroke to seal compression and control oil. It all adds up to LESS ENGINE DRAG . . . an assurance of maximum SPRING-AWAY POWER when you install Ramco 10-Up.

SPIRO-SEAL'S alternating pressure  
action acts LIKE A BALANCE SPRING—  
thus reducing engine drag.



St. Louis 8, Missouri,  
A subsidiary of  
Thompson Products, Inc.

**RAMCO** *10*  
*up*

Try Ramco 10-Up. Offer your customers the Outstanding Buy now being nationally advertised by Ramco in the . . .

21-10-1



NOTHING LIKE IT FOR  
PUTTING *More Spring* INTO ANY ENGINE  
FROM THE OLDEST TO THE NEWEST TYPE!